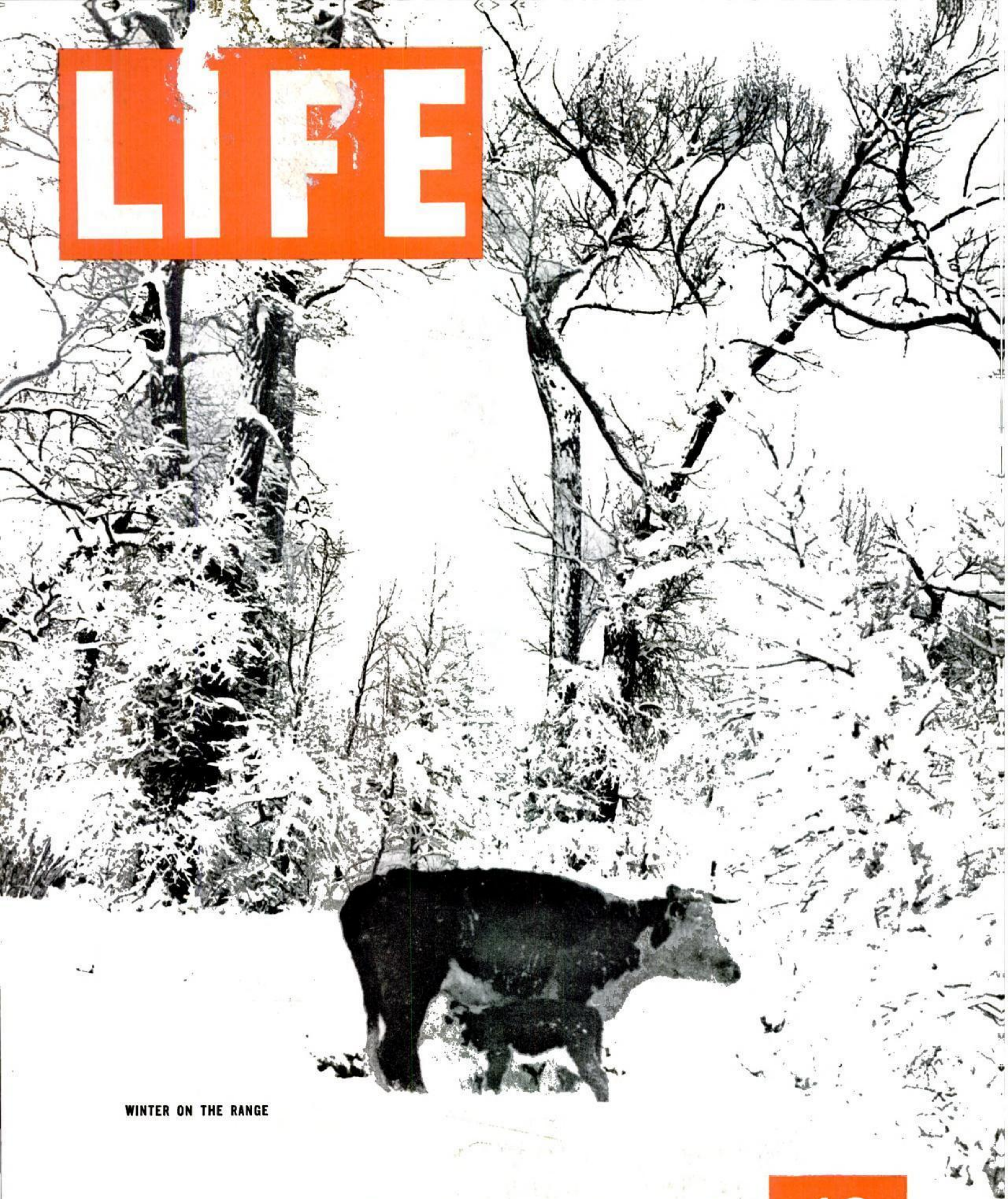


LIFE



WINTER ON THE RANGE

FEBRUARY 8, 1937 **10** CENTS

See It..Lift It..Try It

HANDY

—Carpenters have tool chests. Doctors have little black bags. Now Hoover offers housewives the new Handy Cleaning Kit—cleaning tools at fingertips—arranged like a shoe bag. Hang it on doorknob when in action, on closet hook when through.



JIFFY

—That's all it takes to change new Hoover from cleaner to power plant for new Cleaning Tools. Simple little converter plugs in easy-to-get-at slot. And presto! You're brightening draperies, prettying up lamp shades, or cleaning mouldings—without step-ladder either!



BRAINY

—Rugs vary in thickness. Cleaners should be raised or lowered to get most dirt. New Hoover does it automatically! Touch your toe to Hoover's rug-adjustment pedal. Brainsy new Hoover adjusts self to correct height.



THE BOTTOM STEP

Have you ever noticed how the carpet on the bottom step wears out first? Good reason—it gets the most grit, the hardest grit-wear. Hoover's Positive Agitation ends grit-wear by fluffing out the embedded grit that ruins rugs by cutting rug nap. To keep your rugs young and bright you must have this unique, patented feature. To get it, you must have a Hoover.

New Hoover One Fifty Cleaning Ensemble—the first basically new cleaner in ten years. New beauty...new lightness...new efficiency.

Hurray for cleaning day! Now it's fun, with your new Hoover. Feel that lightness. It's the new wonder-metal, magnesium (one-third lighter than aluminum). Carry your Hoover anywhere.

Clean the carpet, clean the davenport. Clean the Venetian blinds and lamps. Shift from rug to radio in an instant—without stopping the motor. Plug the Connector in the cleaner slot, choose the tool you want from the Handy Cleaning Kit beside you—and go!

Set your Hoover for thick carpets or thin rugs—with the Automatic Rug Adjuster. Spy out the dirt in the dark—with the Dirt Finder.

And this new Hoover is much more efficient than ever.

What! You're through? Hang your Cleaning Kit on a closet hook. Don't forget to empty the dust bag—your Time-to-Empty Signal reminds you. Clamp the Clip-on Plug over the cord—it stays put. Tuck away your beautiful new Hoover.

And now tell us—don't you agree it's the greatest cleaner idea that ever happened?

Do You Agree With Your Husband?

Ask your husband to number these features according to their importance, in his opinion. Now (don't peek) you number them in the order of their importance to you. Then check his answers with yours and see how much more man knows about cleaning.

HUSBAND'S VOTE

WIFE'S VOTE

- | | |
|--|--------------------------|
| <input type="checkbox"/> Handy new Clip-On Plug that slips over cord and holds it fast without knots or tangles. | <input type="checkbox"/> |
| <input type="checkbox"/> Made with magnesium (1/3 lighter than even aluminum.) | <input type="checkbox"/> |
| <input type="checkbox"/> Handy Cleaning Kit—cleaning tools at finger tip. | <input type="checkbox"/> |
| <input type="checkbox"/> "Time-to-Empty" Signal—red dot flashes when the bag's full. | <input type="checkbox"/> |
| <input type="checkbox"/> New Connector that simply plugs in slot and hooks up to cleaning tools. | <input type="checkbox"/> |
| <input type="checkbox"/> Positive Agitation—the exclusive cleaning principle that gets embedded grit. | <input type="checkbox"/> |
| <input type="checkbox"/> Actually a Cleaning Ensemble—with both cleaner and cleaning tools in one single, easy-to-use combination. | <input type="checkbox"/> |
| <input type="checkbox"/> Cleaning Efficiency greatly increased—work's through faster. | <input type="checkbox"/> |
| <input type="checkbox"/> Modern streamlined design—by Henry Dreyfuss. | <input type="checkbox"/> |
| <input type="checkbox"/> Non-marring finish in the new dull "Stratosphere Gray." | <input type="checkbox"/> |
| <input type="checkbox"/> New Comfort Handle Grip—easier to hold, easier to guide. | <input type="checkbox"/> |
| <input type="checkbox"/> Automatic Rug Adjuster that sets cleaner exactly right for rugs of any thickness. | <input type="checkbox"/> |

The new Hoover One Fifty Cleaning Ensemble is sold by leading dealers everywhere through responsible neighborhood representatives. You can own it on surprisingly easy terms—only \$150 a week payable monthly

Also amazing low-priced Hoover "300", complete with cleaning tools, only \$1 a week, payable monthly.

THE HOOVER *One Fifty* CLEANING ENSEMBLE

IT BEATS • AS IT SWEEPS • AS IT CLEANS

Shake that **COLD** quicker!...

Do these 2 things:



Sal Hepatica does **BOTH!**

"THIS is the time of year," warn physicians, "when colds hang on, drag you down." They recommend two fighting measures to help your system in its natural defense against a long-lingering cold:

1. Cleanse the intestinal tract.
2. Help Nature combat the acidity which frequently accompanies a cold.

And you can do both things at once by taking Sal Hepatica.

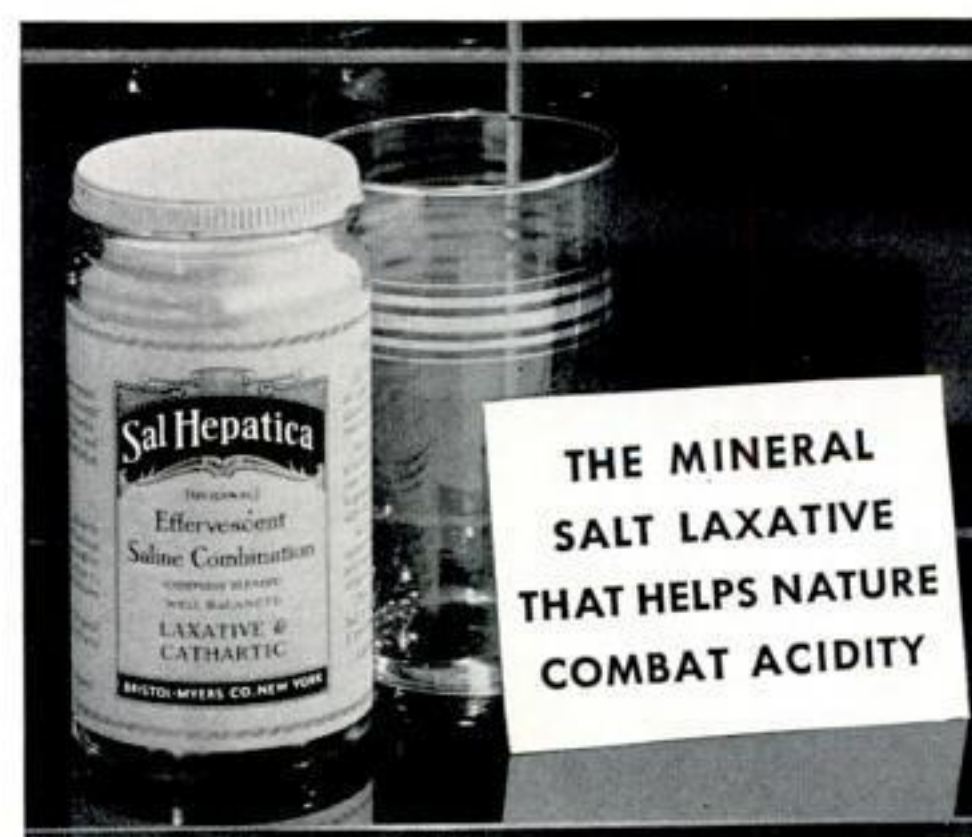
For here's how Sal Hepatica acts. First, it flushes out wastes in the intestinal tract—quickly, gently, thoroughly. (You know that's a good thing without being told.) Second, Sal Hepatica brings about a definite alkaline

(anti-acid) reaction, to help your system swing back toward the alkaline reserve so necessary to germ-resistant health and well-being.

Ask your doctor—see if he doesn't stress the importance of taking both a laxative and an anti-acid in treating a cold.

Be modern—fight a cold the modern way

So whenever a cold comes your way, take two teaspoonfuls of Sal Hepatica in a glass of water. In addition, get plenty of rest and quiet—go to bed and call a doctor if your cold is severe. Watch your diet. Drink plenty of liquids. It pays to fight a cold the modern way. Get a bottle of Sal Hepatica today.



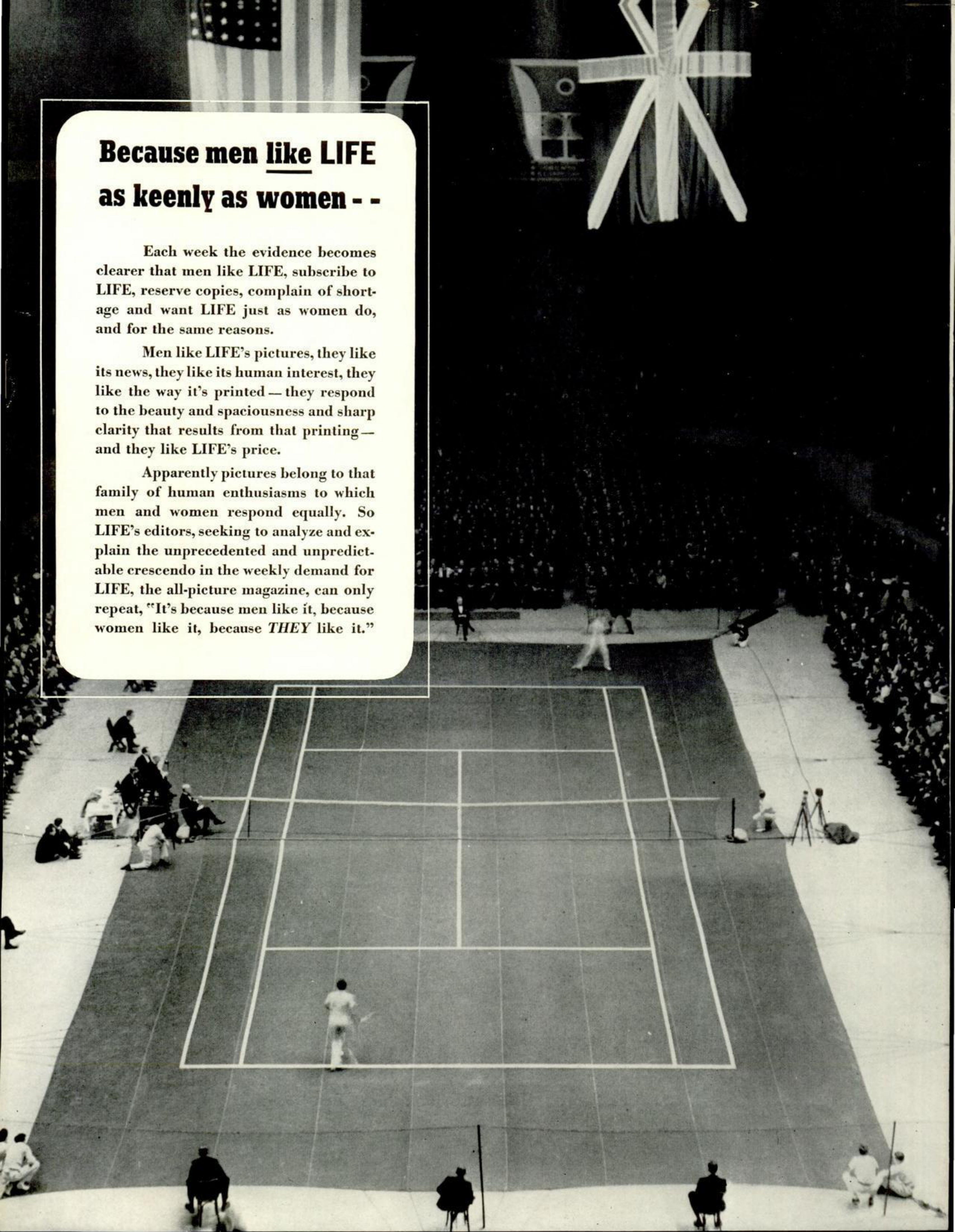
TUNE IN: Fred Allen's "Town Hall Tonight"—Full hour of music, drama, fun. Every Wednesday night—N. B. C.—coast-to-coast.

Because men like LIFE as keenly as women - -

Each week the evidence becomes clearer that men like LIFE, subscribe to LIFE, reserve copies, complain of shortage and want LIFE just as women do, and for the same reasons.

Men like LIFE's pictures, they like its news, they like its human interest, they like the way it's printed — they respond to the beauty and spaciousness and sharp clarity that results from that printing — and they like LIFE's price.

Apparently pictures belong to that family of human enthusiasms to which men and women respond equally. So LIFE's editors, seeking to analyze and explain the unprecedented and unpredictable crescendo in the weekly demand for LIFE, the all-picture magazine, can only repeat, "It's because men like it, because women like it, because *THEY* like it."



LIFE — LIFE — LIFE — LIFE — LIFE

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FREE . . . for your library



—a book which until last year was available only in privately printed copies that were priced at \$20,000 each. Unexpurgated and identical with the original text is this special edition of the famous

SEVEN PILLARS OF WISDOM

By T. E. LAWRENCE



THE SEVEN PILLARS OF WISDOM will be, as it was meant to be, Lawrence's monument to posterity. It has an exciting story of its own, and for years has partaken of the sensational and legendary which surrounded everything that Lawrence did. Lawrence finished it during six months of writing at the Peace Conference in Paris. Close to 250,000 words had been written. Then one day while he was changing trains at Reading Station near London, he left this manuscript unguarded and it disappeared. It has never been recovered.

Within a few months he rewrote a second draft in 400,000 words; but his style was careless and hurried, and realizing he would never be satisfied with it, a year later characteristically he burned the entire manuscript. The third text was begun at once and was composed with great care. It is the present one. It was privately printed in London and fabulous sums were said to have been paid for the few copies sold in England. Twenty copies were printed for America, to retain copyright here, and the price of these was set at \$20,000 apiece. The money realized from the sale of this book was donated by Lawrence to charities. Upon his death, last year, the unexpurgated text was given to the world.

"Compiled from a notebook which must often have contained hurried items set down in exhaustion and anguish, expanded into a book in the bitterness of disillusion, the

SEVEN PILLARS OF WISDOM is neither all narrative, all reflection, all memoir, but a blending of every kind of writing except formal poetry in complete self-expression. . . . Nor is it a clear and simple account of the Arab revolt which helped to win the war in the Near East. For the truth is that Lawrence was not writing a history in this book. . . . The stream of explanation and narrative is made up of many elements. There are studies of Arab history and Arab character, the latter brilliant in the extreme, and pen portraits of Arabs, Turks, French and British leaders of extraordinary wit, shrewdness and power, and these and much else is floated on a narrative of adventures that are terrible, humorous, exciting to a degree unequalled in our time, enriched by descriptions of the desert, of Arab life, of the backgrounds of critical action, many of which are beautiful in a high degree, real masterpieces of English prose. . . .

"But this is only one strand of this great book. . . . The other is philosophical, but in no abstract sense. It is the meditation, often agonized, sometimes profound and occasionally petulant and despairing, of a leader torn between duty to his conscience and duty to his cause, of a Hamlet uncertain of the worth of his every action. . . . This is the memoir of a genius recording what he believed to be his failure as well as what he knew to be his triumph. It is an inextricable mixture of a human document, pure literature, philosophy, adventure, a history and a confession."

A visualization by Nicholas F. Riley of a camel charge upon the Turks led by T. E. Lawrence



WHY WE OFFER TO GIVE YOU A FREE COPY OF THIS BOOK

THERE is no reader of LIFE Magazine who would not find it in many ways to his advantage to subscribe to the service of the Book-of-the-Month Club; and we make this extraordinary offer in order to demonstrate that this is the case.

What we here propose is this: mail the inquiry coupon, and a copy of this fine library volume will immediately be put aside in your name, and held until we hear whether or not you care to join. In the meantime, a booklet will at once be sent to you outlining how the Club operates.

Study this booklet at your leisure; you may be surprised, for instance, to learn that belonging to the Club does not mean you have to pay any fixed sum each year; nor does it mean that you are obliged to take one book every month, twelve a year (you may take as few as four); nor are you ever obliged to take the specific book-of-the-month selected by the judges. You

have complete freedom of choice at all times. You also participate in the Club's "book-dividends," of which over \$1,250,000 were distributed among members last year alone.

If, after reading the booklet, you decide to join the Club, the free copy of SEVEN PILLARS OF WISDOM being reserved for you will at once be shipped to you.

Here is a very interesting fact; over 150,000 families—composed of discerning but busy readers like yourself—now get most of their books through the Book-of-the-Month Club; and of these tens of thousands of people not a single one was induced to join by a salesman; every one of them joined upon his own initiative, upon the recommendation of friends who were members, or after simply reading—as we ask you to do—the bare facts about the many ways in which membership in the Club benefits you as a book-reader and book-buyer.

BOOK-OF-THE-MONTH CLUB, Inc. A222
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SPEAKING OF PICTURES...

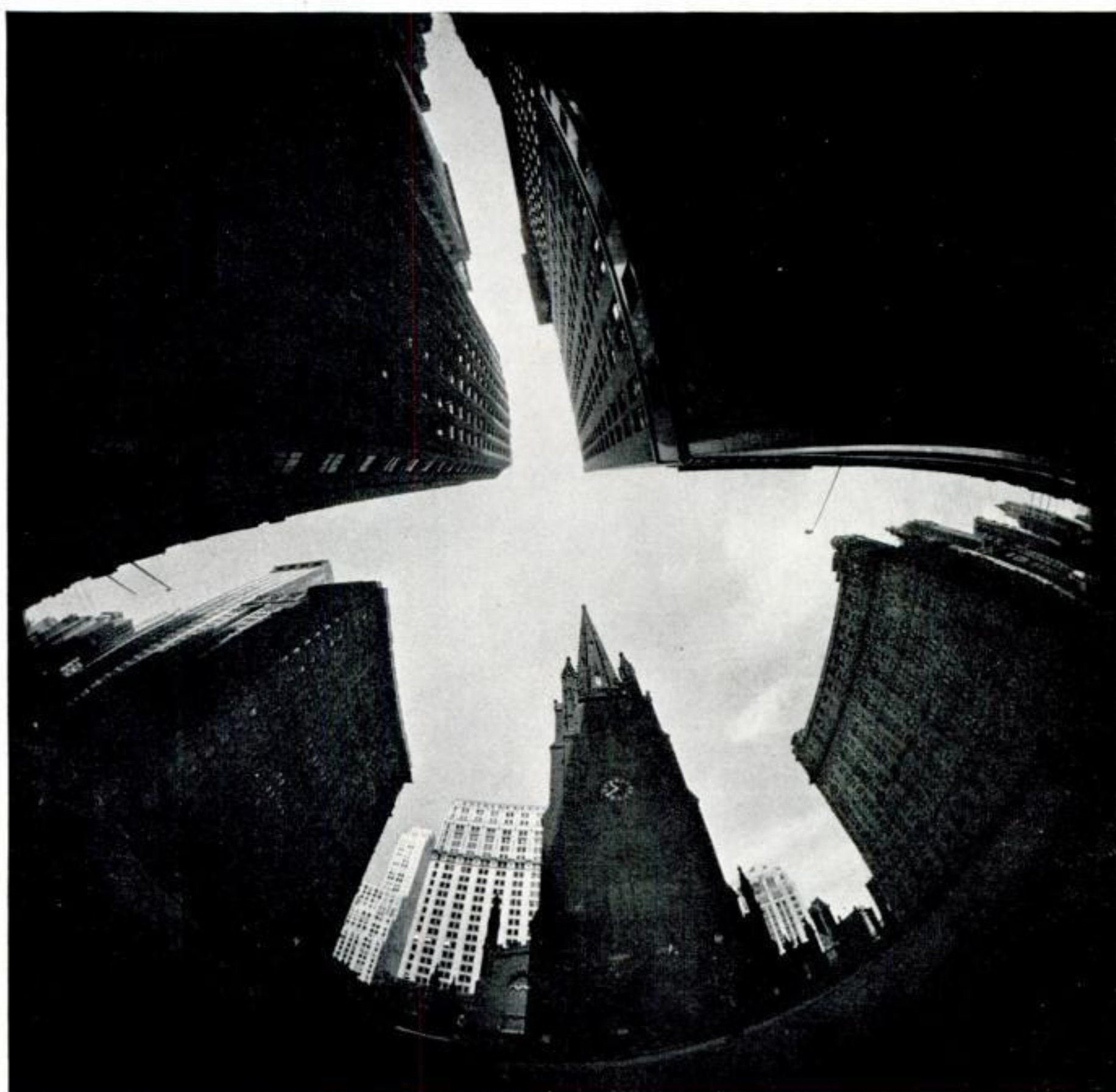


... THESE WERE MADE WITH 180-DEGREE LENS

IN its Dec. 21 issue, LIFE published a portrait of Jimmy Durante's nose taken with a 180-degree wide-angle-lens camera. In its caption, LIFE stated that if this camera were put on the floor of a room and focused at the ceiling, it would photograph the ceiling and all four walls of the room all the way down to the floor. Incredulous photographers promptly started to write to LIFE demanding proof of this statement. On the opposite page is proof: a photograph of the Modern American room in the Metropolitan Museum of Art which shows not only four walls down to the floor but actually part of the floor itself. That picture and those on this page were taken by Ralph Steiner and Leo Hurwitz with a lens whose range is a full half circle.



The pictures above are the same scene photographed by a normal lens (*top*) and a 180-degree lens (*below*). The lower view is what you would see if your eye were an inch from the fingers and you could focus as far back as the girl's face. At right are two 180-degree Manhattan scenes. *Top*: Wall Street at Trinity Church. *Below*: Washington Square.





Most Bad Breath Begins with the Teeth!

TESTS show that 76% of all people over the age of 17 *have bad breath*—and that most bad breath comes from *improperly cleaned teeth*!

Ordinary cleaning methods, which merely polish exposed surfaces, fail to remove decaying food deposits in hidden crevices between teeth. And these deposits, tests prove, are the source of most bad breath, dull, dingy teeth, and much tooth decay.

But Colgate Dental Cream has a special *penetrating foam* which gets

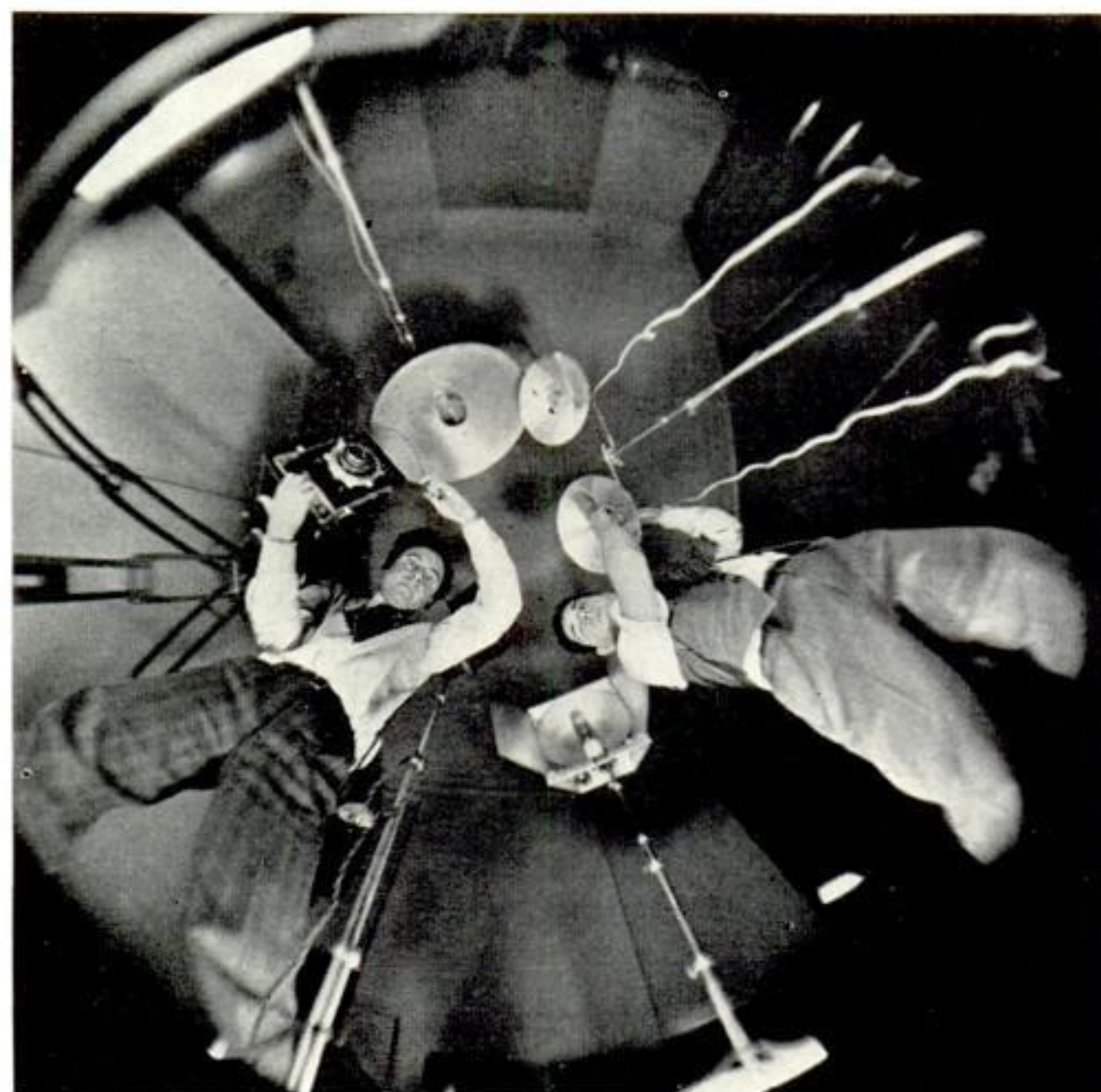
into every tiny crevice—emulsifies and washes away odor-breeding food and acid deposits.

At the same time, Colgate's soft, safe polishing agent gently, yet thoroughly, cleans and brightens enamel—makes your teeth sparkle—gives new brilliance to your smile.

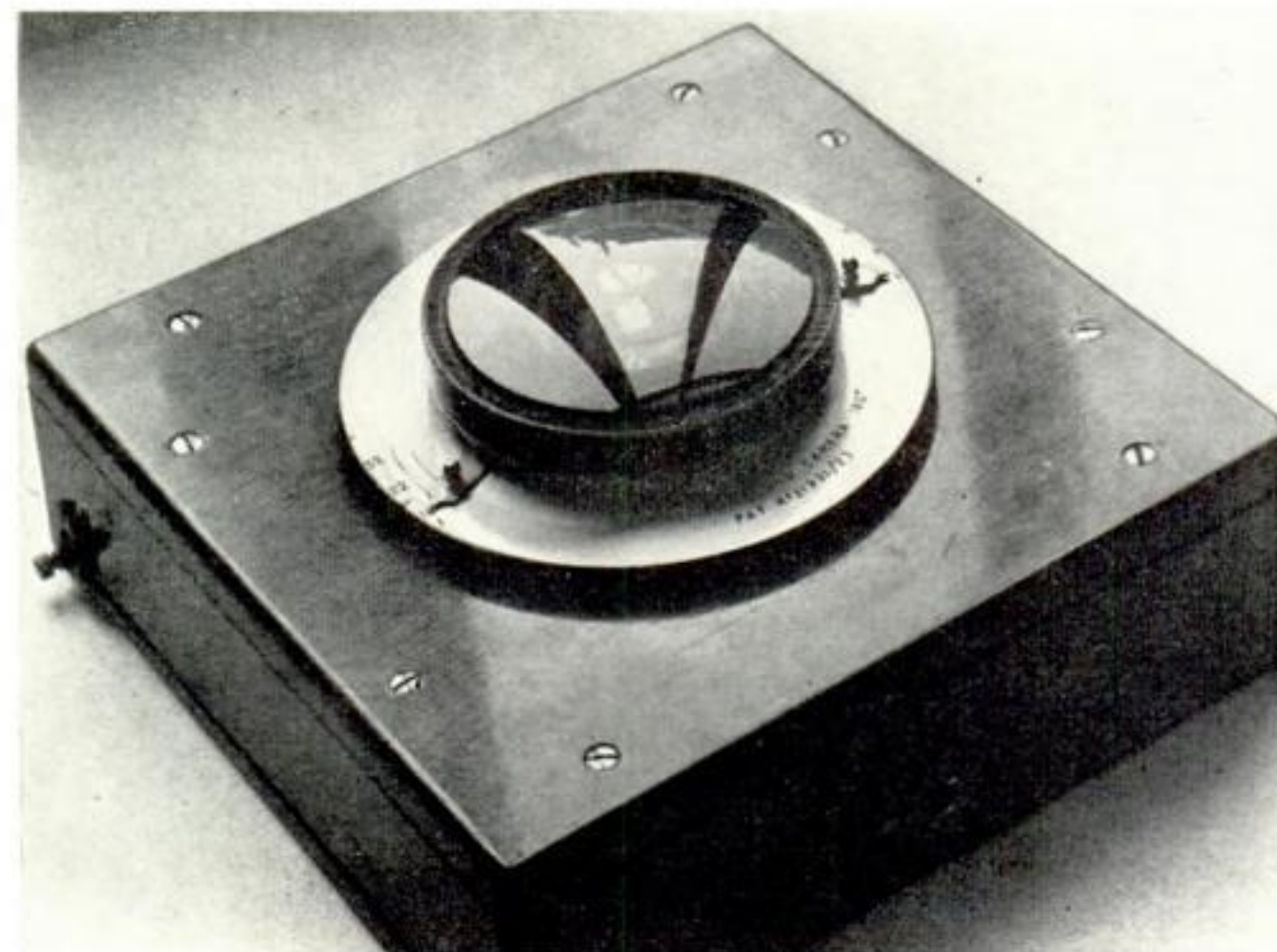
So brush your teeth, gums, tongue with Colgate Dental Cream at least twice daily and have cleaner, brighter teeth and a sweeter, purer breath. Why not get a tube today!



SPEAKING OF PICTURES (continued)



ABOVE is a photograph of Photographers Ralph Steiner (without vest) and Leo Hurwitz, taken with the 180-degree lens with which they took the pictures on pages 4 and 5. Below is their wide-angle camera, correctly called Hill's Cloud Camera because its proper use is photographing clouds clear across the sky. The camera theoretically takes a picture of all objects within a range of 180 degrees, or a half circle. Actually, it takes pictures outside this range, such as the floor below it that shows in the Museum picture on page 4. This feat is made possible by the lens's great power to refract or bend light. The lens takes light that is traveling upward from the floor when it strikes the lens and bends it down toward the film. The lens is very slow. A shot that requires an exposure of 1-50th of a second at an opening of f5.6 with an ordinary lens, requires a two-second exposure with the 180-degree lens. The camera has no shutter so the photographer must make his exposure by removing and replacing a lens cap. In the Museum shot, which required a four-minute exposure, Mr. Hurwitz removed the cap, dashed out of the room to escape the camera's range, finally dashed back to cover the lens. Because the lens is so slow, his image did not register. Usually the camera is on a tripod and the photographer simply ducks under it during the exposure. The camera is made in England, costs \$95.



JEANETTE NELSON
MacDonald Eddy
IN
MAYTIME
with JOHN BARRYMORE



Springtime — Lovetime — Maytime — and the most thrilling singing sweethearts the screen has ever known to bring you carefree rapture and romantic ecstasy...The tender romance of two souls that become one as their voices blend in love-swept song—golden melodies from the gifted pen of Sigmund Romberg...Following in the triumphant path of “Naughty Marietta” and “Rose Marie”, Metro-Goldwyn-Mayer brings you another unforgettable picture with the same great stars, Jeanette MacDonald and Nelson Eddy plus a brilliant cast including John Barrymore and Herman Bing.

A METRO-GOLDWYN-MAYER PICTURE ★ Produced by HUNT STROMBERG ★ Directed by ROBERT Z. LEONARD



HOW MUCH DOES THE TELEPHONE ~~COST?~~ *save*

It is easy to figure how much the telephone costs. It is not easy to reckon how much it saves.

A single telephone call may save a life—brighten a friendship or a day—sell a bill of goods or land a job. One telephone call may be worth more than the cost of the service for months and years to come.

The telephone saves you priceless hours of time each week—spares you trips through snow and storm these uncertain winter days.

Without moving from the warmth and comfort of your own fireside, you are in touch with stores and friends and office—by telephone. The cost is but a few cents a day. In

return, the telephone offers you increasing measure of security, convenience, happiness and achievement.

Every time you call a number, you use some part of a nation-wide telephone system that cost more than four billion dollars to build and employs about 300,000 people. The facilities of this entire organization are yours to command—anywhere, any time, and at small cost.



BELL TELEPHONE SYSTEM



AMERICA'S WORST FLOOD MAKES NEARLY A MILLION REFUGEES

THE winter flood of 1937 did not strike so swiftly nor along so many fronts as the spring flood of 1936. Up to the end of January it had not covered so many square miles as the Mississippi Flood of 1927. But by every other standard of disaster it was the worst in the nation's history. More dollar damage was being done. More people were homeless, more dead. With city after industrial city the surging Ohio had its way. It buried houses, stalled automobiles, stopped trains, quenched light and power, contaminated water supplies, marooned the stubborn few who would not flee. On the lowlands it spread out into a great foamy brown lake.

After the flood came disease, fire, looting and martial law. But the refugees were the overwhelming problem. By the time the Ohio flood became the Mississippi flood, there were almost a million of them. They filled armories, barracks, tent cities and even boxcars. They slept on Army cots or Red Cross mattresses, on blankets or the hard floor. In the picture above you see three of them—farm children. Their bed is the floor of the Memphis Station, their sleep the sleep of the dead tired. Memphis, high on a bluff, was the flood relief headquarters. No one knew how many more refugees it would have to hold when the Mississippi's crest rolled past.

FLOOD *(continued)*



Acres of Arkansas were awash. In the foreground of this picture is the levee of the St. Francis River, with a tent for constant levee watchmen.

A herd of cows was trapped when the Ohio rolled over this farm near Warsaw, Ky.



To save Cairo, Ill., this levee was dynamited. Notice the man caught by the blast.





Belly deep in water, two horses pull a wagon of refugees out of Blytheville, Ark. It was one of the last loads to get through the rising waters.

After the blast (*at left*), the Mississippi flows through the ruptured levee into the Government's new Birds Point floodway.



THE MISSISSIPPI TESTS \$325,000,000 WORTH OF FLOODWORKS



CAIRO, ILL. STANDS WHERE THE MISSISSIPPI (LEFT) AND THE OHIO (RIGHT) COME TOGETHER

THE flood began at Pittsburgh and will end at New Orleans (see map, opposite page). By the middle of January, heavy rains in a warm winter had swollen the Ohio to its highest point in history. It inundated Wheeling Island, topped the Portsmouth flood wall and rolled down on the Cincinnati "bottoms." Louisville got the worst of it, with three quarters of the city under water. In part of southern Indiana the river made a lake 20 miles wide, dotted with beleaguered island cities. Then the waters surged into the Mississippi.

So long as it remained on the Ohio, the flood met little resistance. But when it reached the Father of Waters, it encountered the U. S. Army. After the Mississippi Flood of 1927 Herbert Hoover, then Secretary of Commerce, put his great engineering ability and prestige behind a drive for Mississippi flood control. The U. S. Army engineers took over the job, planning the system to withstand a "super-flood" 25% greater than that of 1927. \$325,000,000 has been spent and the job is nearly finished. This week the Mississippi was to prove its worth.

Cairo, Ill. was the first test. The city stands on

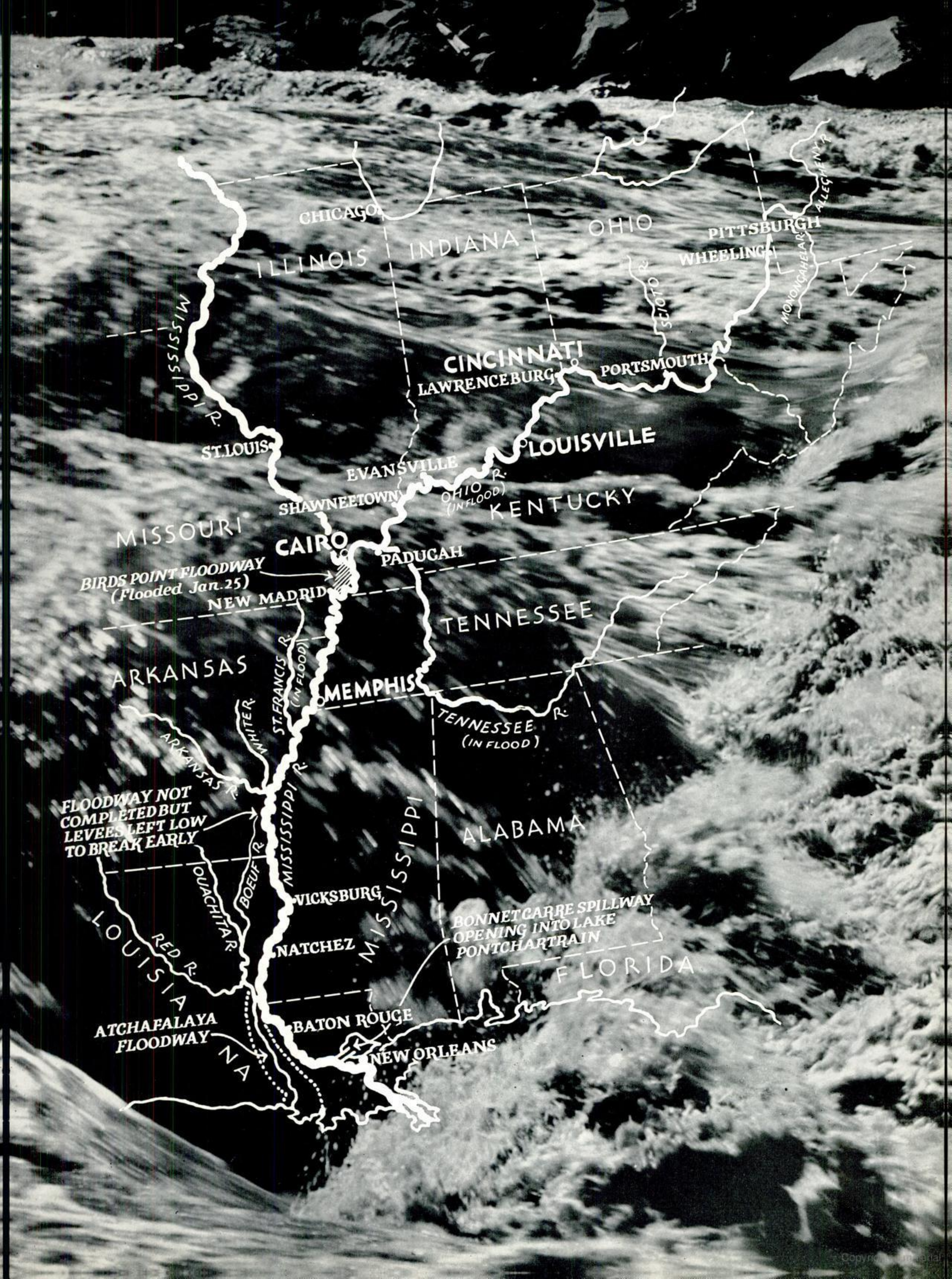
a tongue of land where the Ohio and the Mississippi join, fairly inviting the two rivers to close over it. Just below Cairo on the west side of the river the Army built its first project, a floodway extending 50 miles south from Birds Point to New Madrid. A floodway is a broad area of farm land enclosed by dikes, into which a part of the flood can be diverted to ease the pressure elsewhere. On Jan. 25 the Army drove off Missouri farmers who did not want the floodway opened, and blasted the levee (see pages 10 & 11). The river level fell, saving Cairo for the time being.

The next Mississippi danger point is where the White and Arkansas rivers empty into the Mississippi. Here occurred the worst levee break of the 1927 flood, and here the Army planned a second floodway. Residents raised such a howl that the enclosing levees have never been built. But the Army left the levees low so that if the river must break through somewhere it will break through here. The parallel valley of the Boeuf provides a natural floodway down which the excess water might flow to the Ouachita and back into the Mississippi.

The third Army project was to make the Atchafalaya River in Louisiana an alternate outlet for the Mississippi. In event of a super-flood half the river's load could be turned into this connecting riverway, leading directly to the Gulf of Mexico. Lest even this fail to keep New Orleans dry, an emergency spillway has been built above the city at Bonnet Carre through which the water can be diverted into Lake Pontchartrain.

Besides these special projects, the engineers have raised the Mississippi levees an average of three feet, straightened and shortened the channel by means of cut-offs.

As the crest of the flood crept on toward Cairo, the Army set up its flood headquarters in Memphis. Troops drove stubborn farmers from the regions which would flood first. Trucks and trains were ready to evacuate all the lowlands for 50 miles on either side of the river from Cairo to New Orleans. But unless heavy rains should send more of the Mississippi tributaries on a rampage, and bring on a super-super-flood, the Army was confident that its floodworks would hold.



CHICAGO

ILLINOIS

INDIANA

OHIO

PITTSBURGH

WHEELING

MONONGAHELI R.
ALLEGHENY R.

CINCINNATI
LAWRENCEBURG

PORTSMOUTH

ST. LOUIS

EVANSVILLE

LOUISVILLE

SHAWNEETOWN

OHIO R.
(IN FLOOD)

KENTUCKY

MISSOURI

CAIRO

PADUCAH

BIRDS POINT FLOODWAY
(Flooded Jan. 25)

NEW MADRID

TENNESSEE

ARKANSAS

MEMPHIS

TENNESSEE R.
(IN FLOOD)

ALABAMA

FLOODWAY NOT
COMPLETED BUT
LEVEES LEFT LOW
TO BREAK EARLY

LOUISIANA

VICKSBURG

NATCHEZ

BONNET CARRE SPILLWAY
OPENING INTO LAKE
PONTCHARTRAIN

FLORIDA

ATCHAFALAYA
FLOODWAY

BATON ROUGE

NEW ORLEANS



OHIO Portsmouth called itself the "floodproof" city until the rampaging Ohio River came over its 62-ft. flood wall. Above are the Norfolk & Western Railroad yards, with strings of gondola cars awash. For several days no trains ran in or out of Portsmouth.

WEST VIRGINIA

Wheeling Island in the center of the Ohio gets the worst of many a flood. As the river crept into their houses this year, residents were ordered evacuated. About 9,000 of them took refuge on the mainland but the rest stubbornly stuck to their homes.





ILLINOIS Shawneetown was protected on the riverside by a concrete wall. But behind the town a levee broke and the Ohio rushed in from the rear. The last word from Shawneetown was that all residents, 50 of whom had pneumonia, were being taken aboard a towboat.

INDIANA Lawrenceburg, city of distilleries, all but disappeared. In the picture below a church, a school and a few business buildings, surrounded by flotsam, rise above the water. Only ridgepoles and chimneys prove that a residential district lies about them.





LOUISVILLE WAS THREE-QUARTERS UNDER WATER, HARDEST HIT OF ANY BIG CITY. HERE IS ITS ARMORY WHERE 5,000 REFUGEES FOUND SHELTER



THE ARMY FURNISHED COTS AND THE RED CROSS SERVED MEALS. NOTICE THE DOCTOR IN WHITE SMOCK AT WORK IN THE LEFT BACKGROUND

BOATS RIDE THE FLOOD *(continued)*



Coast Guard boats dock in a Cincinnati street, waiting to ferry refugees.



By ladder and boat a mother and baby are rescued at Ashland, Ky.



Food supplies were delivered by night to the residents of Portsmouth, Ohio.



The Ashland rescue boat (see left) picks up another refugee.



Fresh milk reaches the stranded families of Nashville on this barge.



An ambulance boat ferries the sick through the streets of Marietta, Ohio.

Mass evacuation of Junction, Ill. is accomplished by Naval Reservists.



THE FLOOD ROLLS INTO CINCINNATI *(continued)*



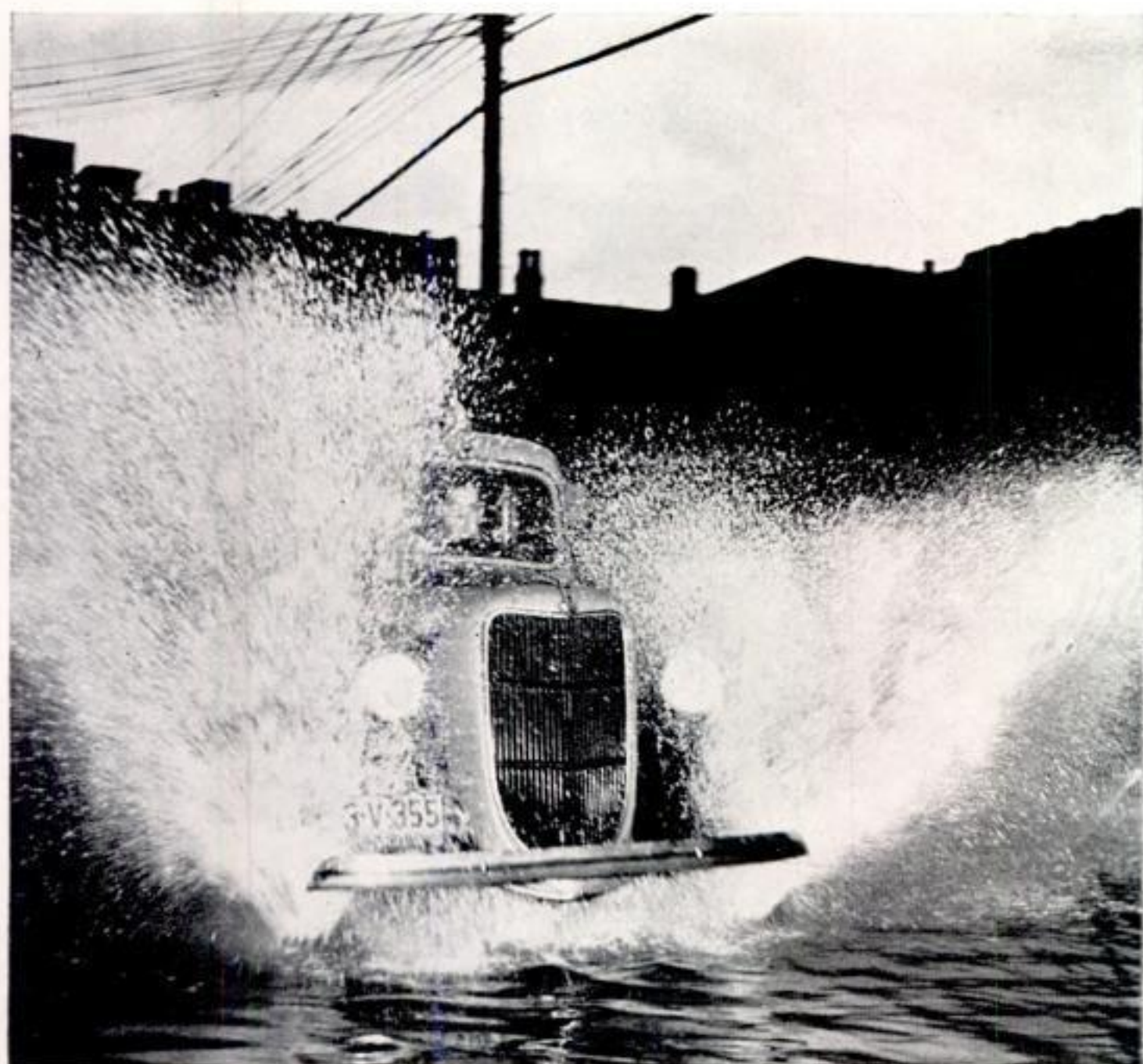
Fire Chief Barney Houston, knee deep, directs his men at the Crosley Radio fire.



The occupant of this house, Henry Vaske, took to a boat, drowned when the boat capsized.

The "Queen City of the West" finds the Ohio lapping at the foot of its skyscrapers.





Automobiles were lucky when water only splashed. Soon it stalled every vehicle.



No airplane flew from this Army field buried to the eaves of its hangar roofs.

At "Coney Island," Cincinnati's amusement park, only a roller coaster tops the water.





CAIRO This unhappy Illinois city at the junction of the Ohio and Mississippi built its wall to keep out a 60-ft. Ohio flood. With a 62-ft. crest predicted, 1,500 men labored day and night to erect a 3-ft. addition.

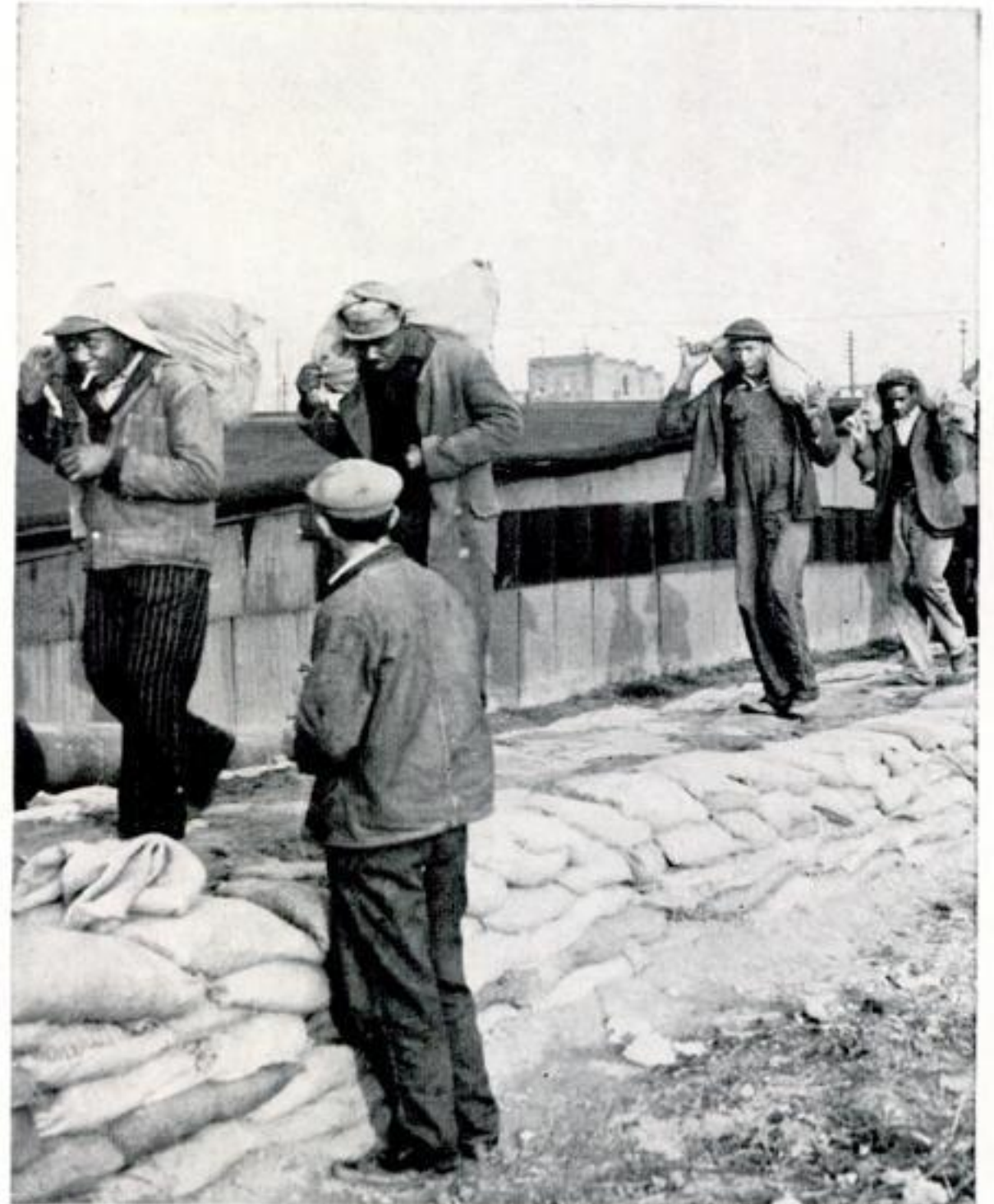
MEMPHIS The most expensive levee was raised by Memphis, which had two weeks to prepare for the flood. Here, along Front Street, gangs of Negroes pile 25,000 bales of good Arkansas cotton. Each bale is worth about \$60.



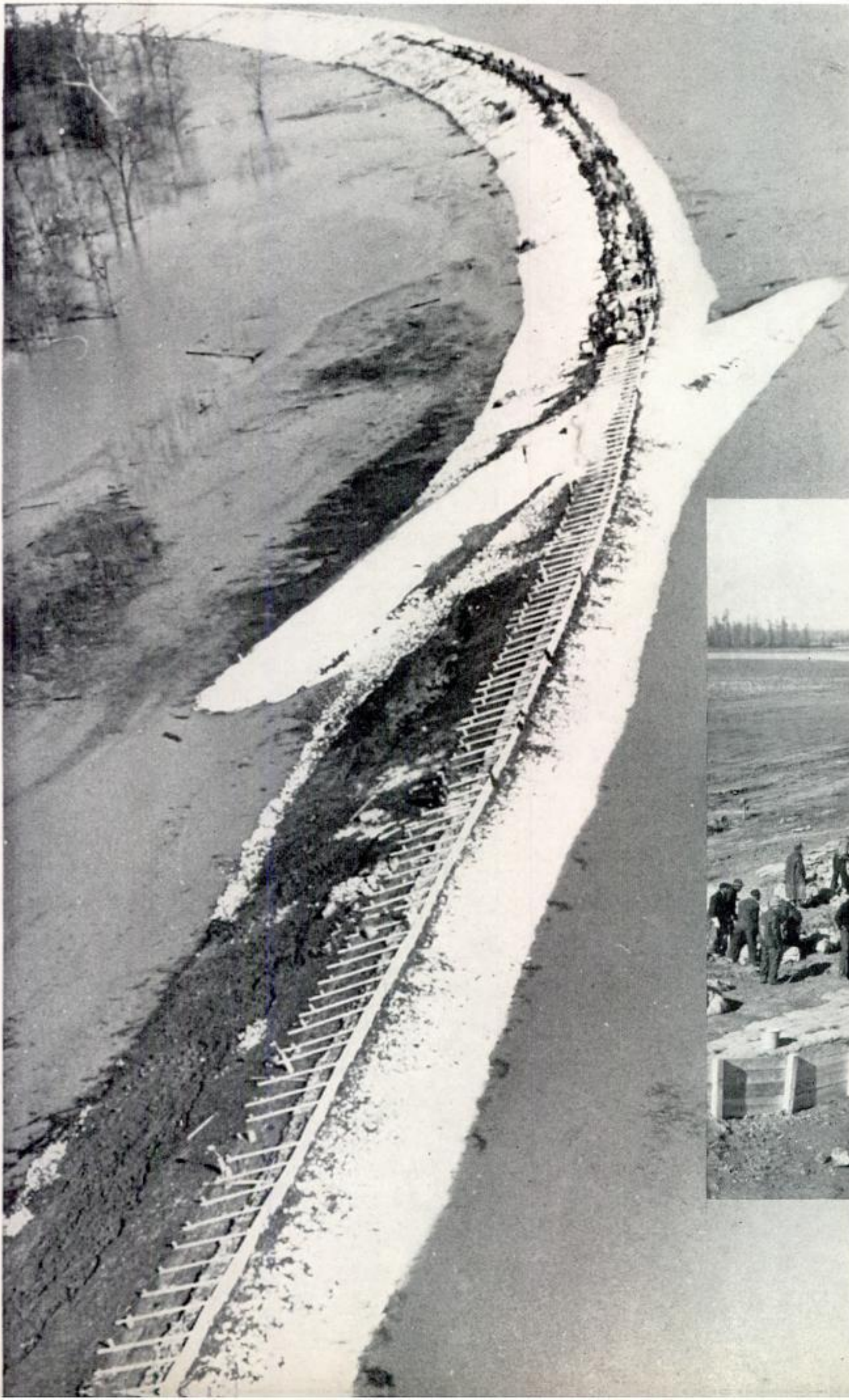


Levee-building was the one frantic concern of every city and town along the Mississippi. The men above are at work on the outskirts of Memphis, the relief headquarters. One sort of levee addition is made by building parallel board fences along the top of the levee, filling the space between with earth.

AS THE MISSISSIPPI RISES SO DO LEVEES ON ITS BANKS



Sandbags are the commonest bulwark against floods. These men are carrying bags to raise the levee along the Memphis waterfront.



The countryside, as well as the towns, turned to levee-building. The men in the pictures at left and above are piling sandbags behind a board fence to raise the long low dikes which keep the Mississippi out of eastern Arkansas. (For further pictures of the flood, see pages 46-49.)

Maid of Salem

[illegible]

The making of a movie set is shown in these pictures. Paramount Artist Bernard Herzbrun first searched records to find out what Salem really looked like. Then, with allowances for camera requirements, he drew up and labeled the town plan above, showing twelve private houses, the courthouse and town well. Next he constructed a miniature town of papier-mâché (*right*). Finally the town itself was built outside Hollywood (*below*). The courthouse may be seen in the center. After the set was completed the papier-mâché model was used by Director Frank Lloyd in plotting his action and camera angles.



A black and white photograph of a historical reenactment in a village square. A large group of men in 17th-century military uniforms, including pikes and hats, are arranged in formation. Several women in period dress stand in the foreground, and a child lies on the ground. The background features wooden houses, a church steeple, and hills.

Page 24 LIFE Feb. 8



1 In Salem Village in the home of the Rev. Samuel Parris lives a West Indian house servant named Tituba, who likes to tell stories of Satan, demons and witches.



2 Excited by Tituba's tales, some mischievous little girls of the neighborhood decide to show off. They scream out that someone is sticking pins in them.



3 Implored to name her torturer, the leader of the wicked girls (played by that expert in juvenile villainy, Bonita Granville) accuses Tituba of bewitching them.

HOW SALEM WITCHCRAFT BEGAN

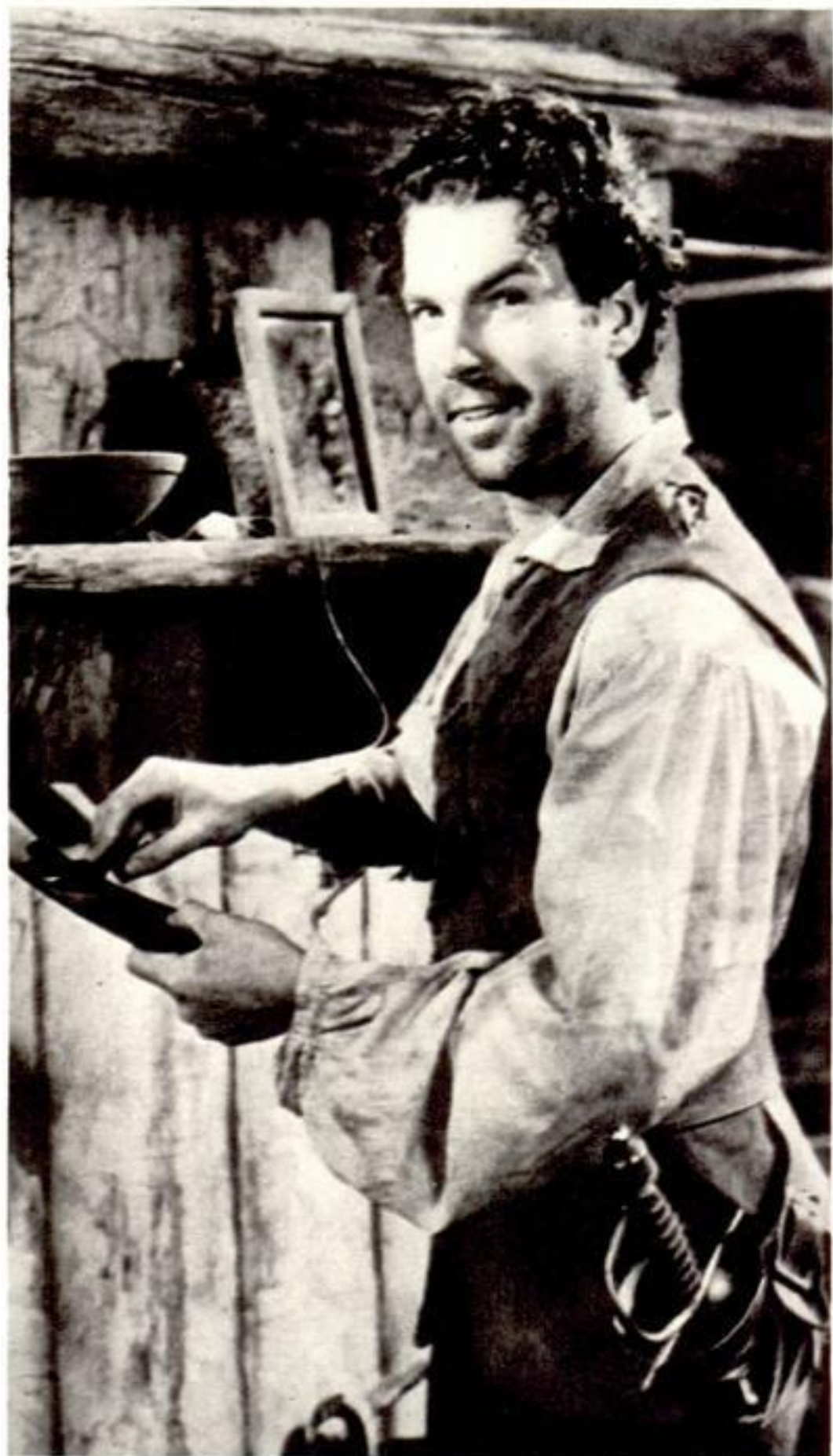
WITCH scares were a common excitement in the Puritan communities of Massachusetts. The outbreak at Salem occurred in 1692 after several years of wild talk and executions in neighboring towns. Its immediate cause is shown in the scenes from *Maid of Salem* which appear on this page. Three young girls, excited by the tales of a West Indian servant, cried out that they were bewitched. Other girls envious of the attention which the victims received, copied them and a wave of terror swept Salem. At first the victims were old crones who made plausible "witches." Then the girls grew bolder, accusing some of the leading citizens. An accusation of witchcraft was a sure way of settling old grudges. Debtors cried out against their creditors, servants against their employers, bums against their betters. Courts passed swift sentence on the "minions of Satan." Eighteen men and women were hanged; one was pressed to death; none was burned. After a year and a half of the terror, by which time even his own wife had been accused, Governor William Phips called a halt.



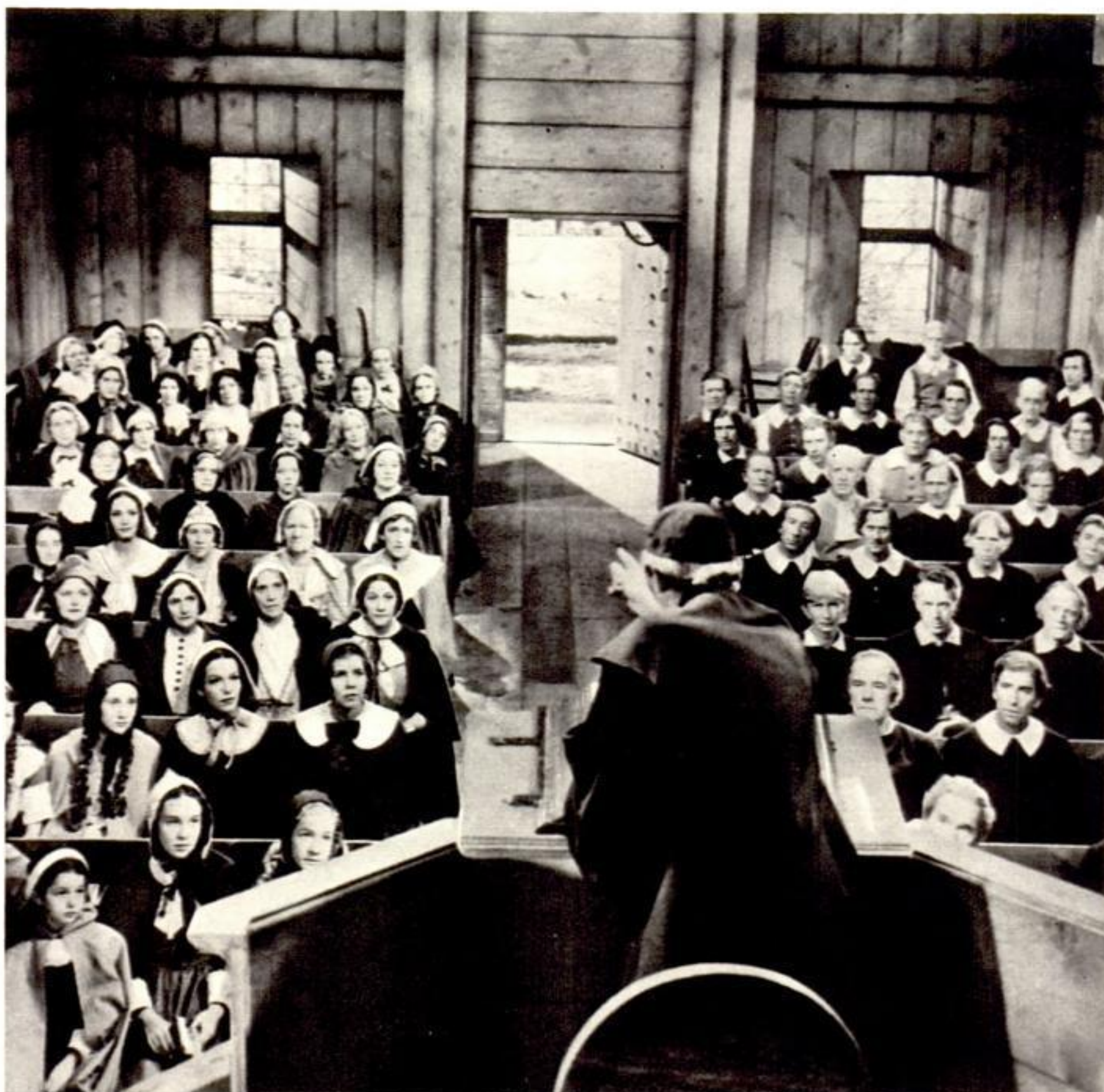
4 Tituba is caught after a chase (above). The town elders, outraged and terrified, grill her (below). Scared out of her wits, the old colored woman confesses her own guilt and implicates others. The persecutions are launched.



MAID OF SALEM (continued)



Fred MacMurray strops his razor after his first sight of Claudette Colbert. A political fugitive from Virginia, he had not expected to find a sober Puritan maid worth shaving for.



In the Puritan meetinghouse at Salem, the preacher warns his flock that Satan is abroad in their town: "I must bid ye beware of the frivolity and foolish-

ness of women, who bedeck themselves with ribbons, curls and lace bonnets. I say that such a female is the very apt prey of the Devil!"



Claudette Colbert stops on the common for a chat with the village drunk, who is paying penance in the stocks. It was not proper for a Puritan girl to talk with drunks.



Claudette gets a ride with the town doctor after a chance meeting on the road. To her neighbors and especially to the doctor's jealous wife, this looked like flirting.



Gallows Hill is where the Salem "witches" were hanged from the gnarled tree shown in an old print at left. Paramount hired 2,000 extras and spent \$30,000

to make the scene above in which Claudette Colbert was led to the gallows. Then Director Frank Lloyd decided it was too melodramatic, cut it out.

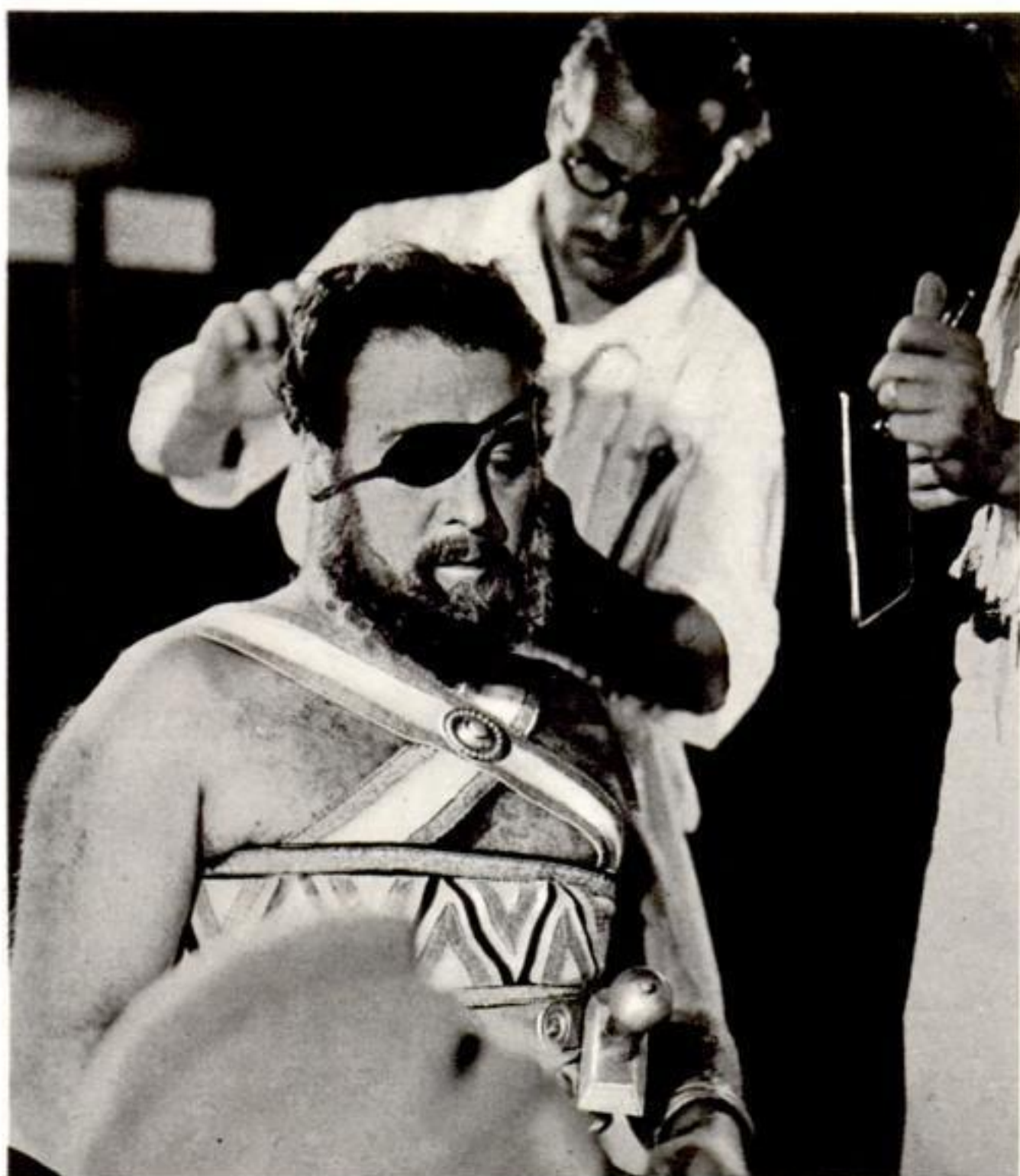
SALEM'S SATAN IS A VIRGINIAN

Against the background of witchcraft, *Maid of Salem* places Claudette Colbert as the town minx. Claudette is too gay for her neighbors. Her bonnet is too fancy, her manner with men too bold. When she is seen in company with a "tall, dark stranger" the neighbors conclude that it must be Satan. Actually it is Fred MacMurray, playing the part of a political fugitive from Virginia. Their romance is interrupted when MacMurray is taken back to a Virginia jail and Claudette, charged with witchcraft, is flung into a Salem jail. Miss Colbert makes a plausible maid of Salem but Mr. MacMurray is miscast as a gentleman of Virginia.

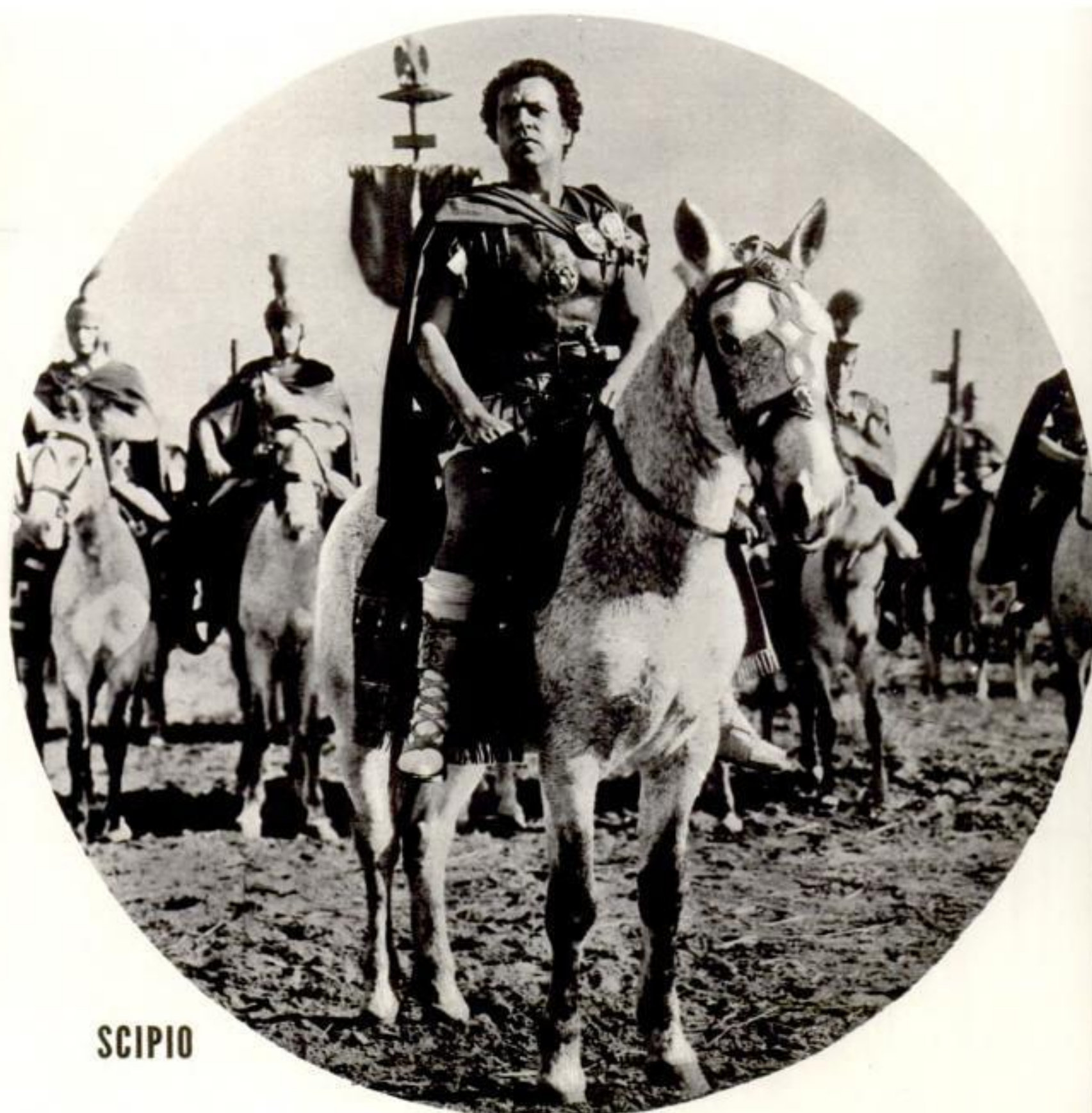


Colbert is jailed by the Colonial troops. Her friend the doctor comes to her aid but in court the doc-

tor's jealous wife secures Claudette's conviction by revealing that her mother was burned as a witch.



HANNIBAL



SCIPIO

Scipio Africanus

ITALY'S MOVIE OF THE YEAR

FOR a supreme effort by Italy's ambitious young movie industry, Benito Mussolini approved the theme of *Scipio Africanus*, shown on these pages. Two centuries before Christ, Scipio had wrung semi-dictatorial powers from the reluctant Senate of ancient Rome to try to break Carthage's control of the Mediterranean. Nineteen centuries after Christ, Mussolini had conquered Ethiopia, bluffed British sea power in the Mediterranean, rated the name of "Mussolini Africanus." The parallel was plain.

This \$2,000,000 film shows Hannibal, the great Carthaginian general, ravaging Italy, being repulsed by a Roman virgin. Scipio invades Carthage, draws Hannibal home. There the Carthaginian is defeated in the decisive Battle of Zama (202 B.C.). Hannibal lost because the Roman trumpets stampeded his charging elephants back into his own ranks.



SENATORS



ELEPHANT



VIRGIN

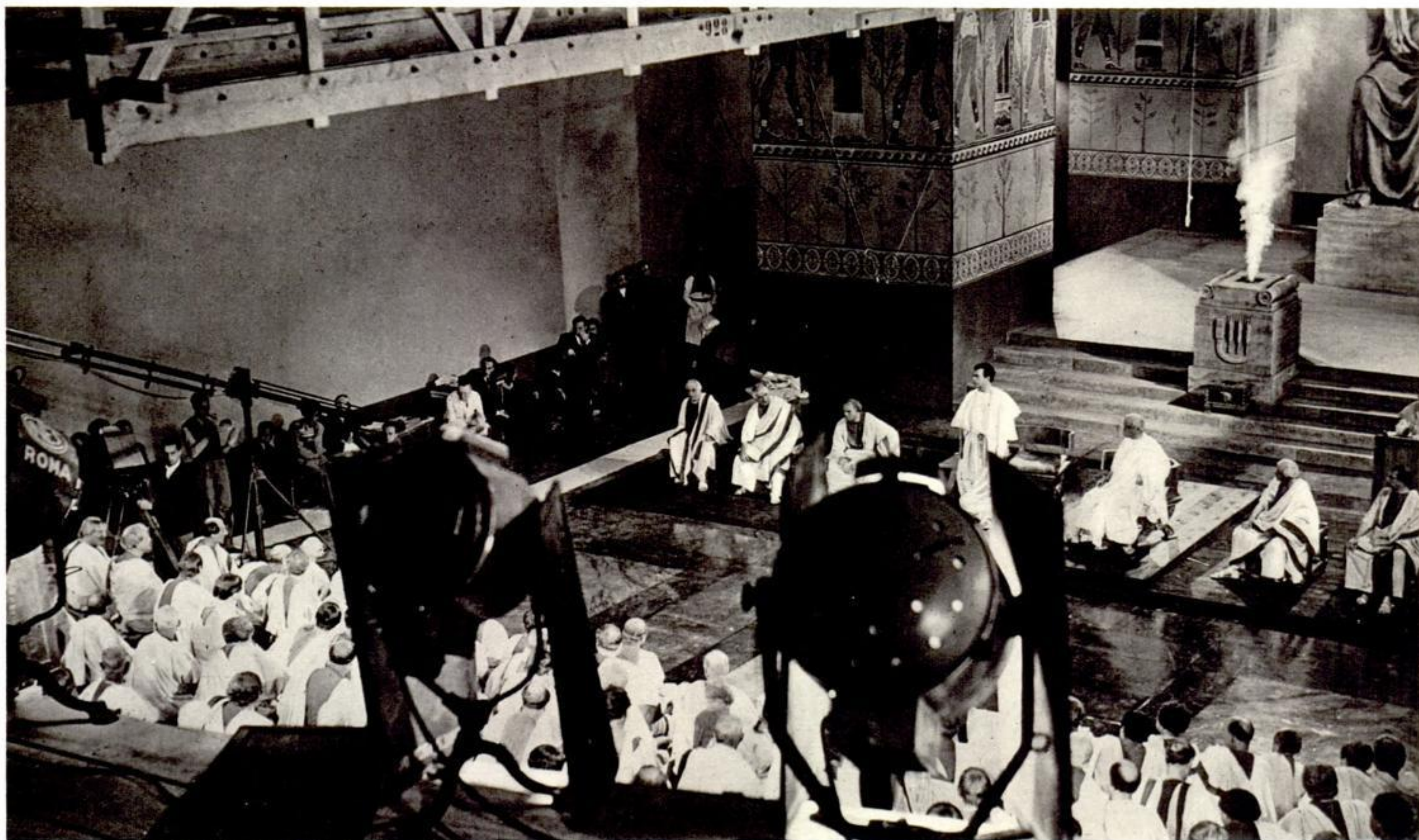


BATTLE

Scipio Africanus (continued)



ROMANS MASS IN THE FORUM BEFORE THE TEMPLE OF SATURN TO ACCLAIM VICTORIOUS SCIPIO AFRICANUS



SCIPIO (CENTER, STANDING) PLEADS WITH THE ROMAN SENATE, UNDER FLOODLIGHTS, TO SEND HIM AGAINST CARTHAGE

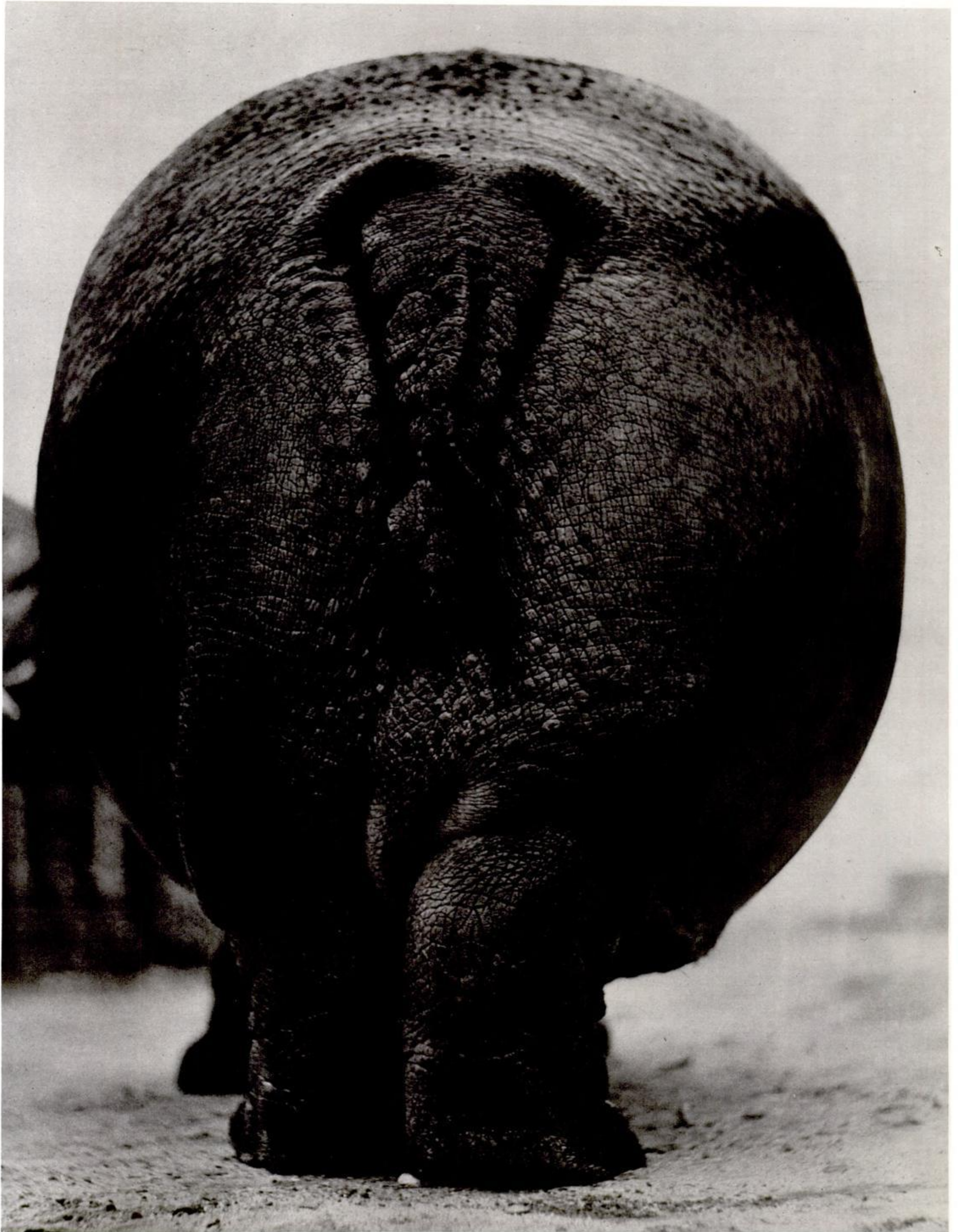
In 220 B. C. Rome was an oligarchic republic. The "best men" ruled with the consent of the people. Under this form of government, Rome had conquered the whole Italian peninsula, Sicily and Spain, but Carthage

held the Mediterranean. Under Scipio's persuasion, the Senate made him Consul of Sicily with the power to lead an army against Carthage. In the great battle of Zama, Scipio defeated Hannibal, blotted out Carthage.



LOTUS FORE . . .

THIS is Lotus, only circus-trained hippo in the U.S., who waddles around the ring towing a pony cart. For all her grim expression, she is a likable beast, kind and tractable. She is 25 years old, weighs 4,800 lb. and posed willingly for Photographer Bob Wallace at winter quarters of the Al G. Barnes Circus in California. For another view of Lotus, turn the page.



. . . AND LOTUS AFT



MORE AND MORE THE CALL IS FOR



Campbell's

**YOU CAN'T
BEAT
CAMPBELL'S
FOR FINE
FLAVOR**



THE word is going around. Women everywhere are remarking to one another that Campbell's Soups taste even better than ever—that their well-known deliciousness has been still further improved . . . Perhaps you've heard your neighbors talking about it, too, and about Campbell's *new* soups—Scotch Broth—Beef Soup—Bean with bacon Soup—and also heard them say what a superb mushroom soup Campbell's new Cream of Mushroom is.

Women are learning, by actual taste, that there are no finer ingredients than those used for Campbell's—no better soup recipes—no soup-making experience comparable to Campbell's, or more skillful soup chefs. In short, that they could not buy better soups than Campbell's, no matter what they might be willing to pay.

Two simple words say it all—*delicious flavor*—for *that* is the outstanding reason why more and more the call everywhere is for Campbell's Soups. And once you

try them, you, too, will say that Campbell's are the finest soups you ever tasted. For tasting beats telling.

Tomorrow why not serve Campbell's Tomato Soup for lunch or supper? Or Campbell's Vegetable Soup? Delicious flavor has made these the world's two most popular soups. But whichever of the famous 21 you do select, a real treat is in store for you—and it's ready to serve in a jiffy. Incidentally, being condensed, Campbell's Soups are most reasonable in price.

**MY
FAMILY
PREFERS
CAMPBELL'S**



**CAMPBELL'S
ARE THE
FINEST SOUPS
I EVER TASTED**



**GIVE ME
CAMPBELL'S
FOR GOOD
EATING**



**I'VE STOPPED
MAKING
SOUP
AT HOME**



21 kinds to choose from . . . Asparagus, Bean with bacon, Beef, Bouillon, Celery, Chicken, Chicken-Gumbo, Clam Chowder, Consommé, Mock Turtle, Mulligatawny, Cream of Mushroom, Mutton, Noodle with chicken, Ox Tail, Pea, Pepper Pot, Scotch Broth, Tomato, Vegetable, Vegetable-Beef

LOOK FOR THE RED-AND-WHITE LABEL



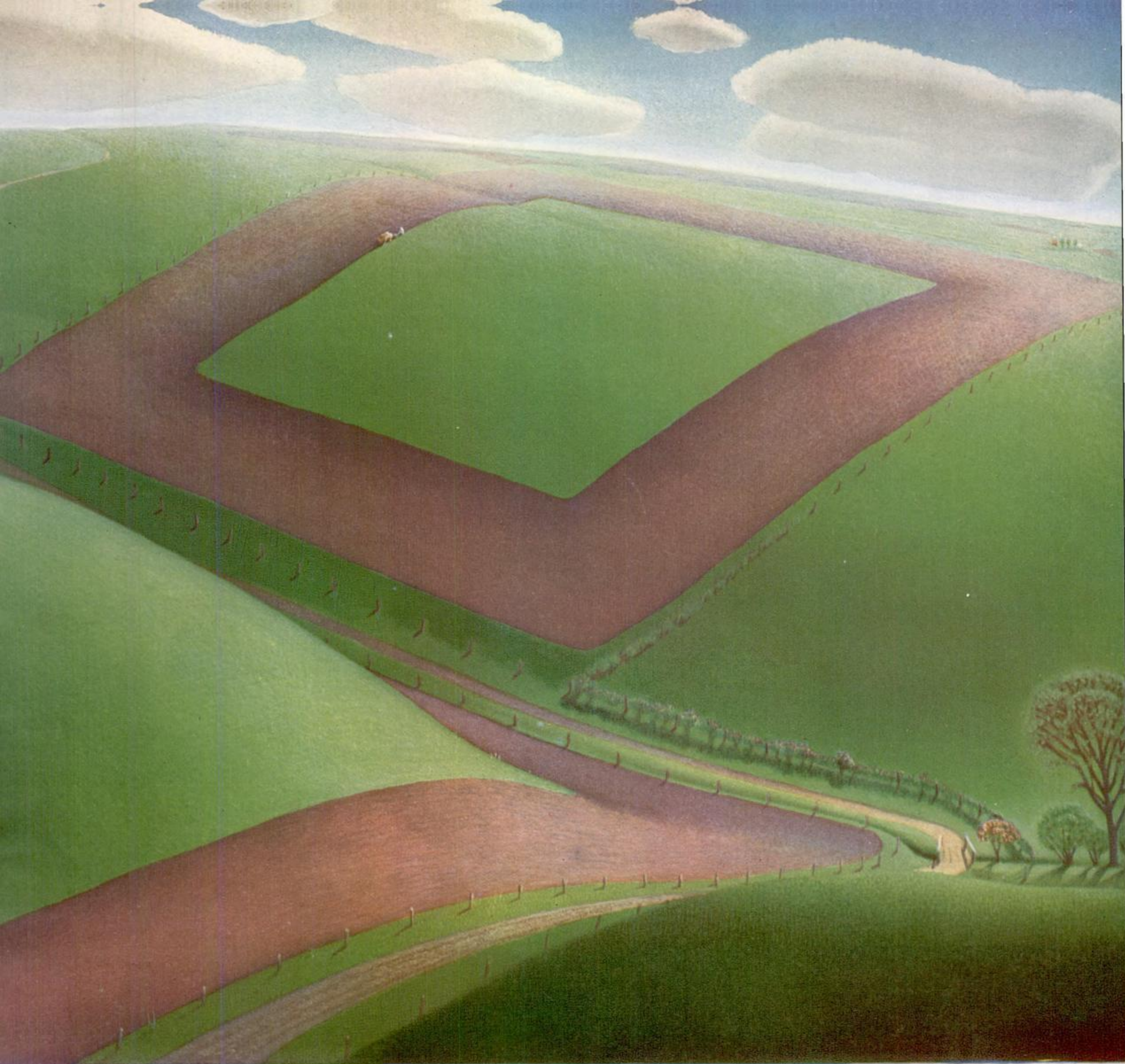
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GRANT WOOD'S LATEST LANDSCAPE

Spring Turning

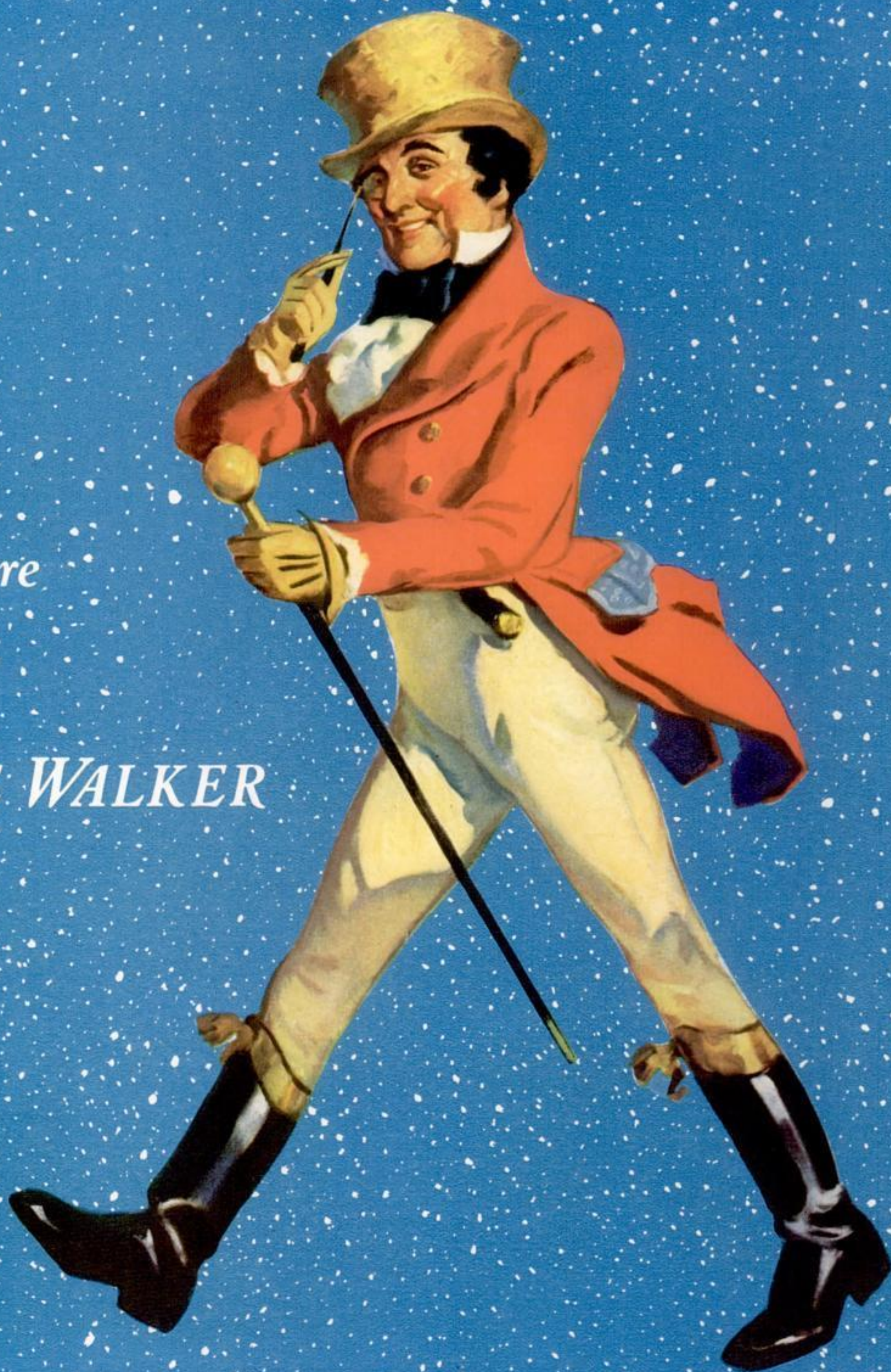
IN regional art Grant Wood is doing for Iowa what John Curry is doing for Kansas, Thomas Benton for Missouri. Reproduced above, more than half its full size, is Wood's latest and greatest landscape, *Spring Turning*, finished last September after eighteen months' work. Methodical and painstaking, Wood first built a clay model for depth and scale, meticulously dotted the picture with milk weeds, painted mathematically precise fence posts. This thoroughgoing trait results from his severe training along practical lines. Born 45 years ago to a Quaker family in Anamosa, Iowa, Wood was



only ten when his father died, leaving him the eldest of two brothers and a sister. His mother moved them to Cedar Rapids where Wood went to school, did odd jobs, drew pictures for fun. In the eight years that followed his graduation from high school in 1910, he was a metal handcraft worker and morgue night watchman in Minneapolis, jeweler and art student in Chicago, country school teacher and housebuilder in Cedar Rapids, soldier and artist at Camp Dodge, Iowa. After the War, he taught art for seven years in Cedar Rapids schools, saving enough money to make four trips

to Europe between 1920-28. On his last visit to Germany, impressed by artists who drew their own environment, he suddenly decided his career was in Iowa. Wood's *American Gothic* brought him fame in 1930. *Daughters of Revolution* and other works later added to a reputation that today puts him in the front rank of U. S. painters, makes him a valuable member of the University of Iowa's faculty. He is now writing his autobiography, to be called *Return from Bohemia*. *Spring Turning* was first shown at Pittsburgh's Carnegie International exhibition last fall, now hangs in Manhattan's Walker Gallery.

Since 1820
men have
derived
extra pleasure
from
JOHNNIE WALKER
on cold,
snowy days



THERE'S WARMTH and friendly cheer in the company of the genial gentleman from Scotland. He paves the way to enjoyment of good food. He speeds along the evening hours. And all the while he thinks of *your* tomorrow.

So at bars and at home... before dinner and after... make yours Johnnie Walker. It's Scotch at its best—and there is no better whisky. Johnnie Walker Red Label is all 8 years old; Johnnie Walker Black Label is all 12 years old.

JOHNNIE WALKER
BLENDED SCOTCH WHISKY

CANADA DRY GINGER ALE, INC., N. Y., SOLE DISTRIBUTOR

ROME WELCOMES NAZI GÖRING AS HITLER'S HEIR APPARENT

NO head of state ever received a warmer welcome than did Hermann Göring, Nazi Germany's No. 2 man, in Rome last month. He reviewed Fascist troops, smiled at receptions, fenced with Mussolini, dickered for an all-Fascist alliance, was treated as heir apparent to Der Führer. With ten important posts in his portfolio, Göring is Germany's most titled official, Hitler's most logical successor. As Aviation Minister he created and directs the Reich's deadliest weapon: 2,600 all-metal pursuit planes and tri-motored bombers, such as shown below in a Nazi photograph captioned "The New Watch on the Rhine." As dictator of raw materials, he controls the German waistline, now being shrunk with meat and butter restrictions. He is also Prime Minister of Prussia, President of the Reichstag, Chief of Police, Chief German Hunter. For each post he has a self-designed uniform. Favorite uniform is the blue coat with white lapels (*right*) in which he poses under spotlights in his Berlin palace library. For his picture biography and other uniforms see following pages.



GÖRING: 1914 TO 1937

(continued)

STRICKEN with rheumatism of the legs, young Lieut. Hermann Göring learned war flying in Baron von Richthofen's "Flying Circus." When von Richthofen fell, Göring became commander. After the War he took drugs to quiet shattered nerves. He became a Nazi, was catapulted into world headlines during the 1933 Reichstag fire trial, when fiery Georgi Dimitroff, Bulgarian Communist, tripped up his testimony. In the 1934 "blood purge" he wiped out his enemies, made himself, next to Hitler, Germany's top man. Since then, he has been preparing for the day when the ailing Führer will step out and he will step in.



1 In the winter of 1914 Hermann Göring was a slim young artillery lieutenant on the Western Front.



2 Crippled by rheumatism of the legs, he learned to fly with Manfred von Richthofen's "Flying Circus," shot down 20 planes.



3 When Richthofen fell, he became commander, won the coveted German order *Pour le Mérite* (at neck).



4 Depressed by Germany's defeat, he sat among his War medals and souvenirs, took morphine to ease his mental pain.



5 Flying in Sweden he made a forced landing on the estate of Baroness Karin von Fock, married her.



6 Ardent Nazi since a 1921 meeting with Hitler, he was badly wounded in the abortive 1923 revolt.



7 He fled to Sweden, was nursed to health by Karin, who later died from effects of pneumonia contracted during flight. In 1926 he returned to lead Storm Troopers with Commander Ernst Röhm (at left in foreground).



8 In the 1933 Reichstag fire trial, Göring (back to camera) was cornered by Red Dimitroff (standing before policeman), roared: "I'll catch you yet!"



9 As leader (left) of a predominantly Nazi Reichstag Göring presided over sessions which named Hitler dictator, decreed many of Nazidom's most drastic laws, including ax beheadings.



10 His bitter enemies, General and Frau Kurt von Schleicher, were killed in the 1934 "blood purge."



11 Firmly entrenched as Nazi No. 2, Göring had his wife's body brought from Sweden and buried in an

underground vault at Karin Hall, his hunting lodge near Berlin. Hitler marched with him before the casket.



12 His wedding in 1935 to Emmy Sonnemann, a stage and screen actress, was Nazidom's most glittering State festivity. He wore two uniforms, had Hitler as best man.



13 Big Three of Nazi Germany here bend heads together. Center is Joseph Goebbels whom Göring may yet have to fight before inheriting Der Führer's mantle.

GÖRING (continued)



Economic Dictator Göring inspects mines as miner.



Reich Minister of Aviation Göring dresses like this.



As Premier of Prussia, he wears this full dress regalia.



No. 2 Nazi prefers a blue overcoat with white lapels.



As Chief German Hunter he dons this official outfit.



Vacationist Göring likes short leather breeches.



Storm Troop Leader Göring wears official brown.



Visiting Diplomat Göring dresses like this to hunt.



The Statesman's evening dress includes ample gold braid.



The Göring honeymoon (left) was spent partly aboard his motorboat. Besides his boat and Berlin palace, he owns a hunting lodge near Berlin, a country house in Bavaria close to Hitler's Alpine retreat.

REICH'S FIRST LADY AN ACTRESS

WITH Hitler a bachelor, the first lady of the Reich is big, blonde Frau Göring, archetype of buxom Nazi beauty. She was introduced to "Iron Hermann" in 1932 by Der Führer himself. Star of Nazi movies and plays, she saw much of Germany's stage censor, was charmed by his dynamic force, his wardrobe of gold-braided uniforms, his rows of shiny medals. Their wedding in 1935 was Germany's most elaborate social event since Imperial preWar days. They now live on Berlin's swank Leipzigerplatz, in a palace filled with medieval armor, knightly paintings, antique silver plate from State museums. Here likewise are found Göring's pet lion cub "Caesar," a stained-glass shrine with portrait of his first wife Karin, another with blood-red wallpaper, pitch-black carpet and spotlighted bust of Der Führer whom Göring hopes to succeed.



At the wedding of Emmy Sonnemann (above in bridal dress) and Hermann Göring, 33,000 Storm Troopers lined streets. Wedding gifts cost \$400,000. Instead of bridesmaids, pink-cheeked boys attended the bride.



Fascism's heirs apparent met last October when Count Galeazzo Ciano (left), Mussolini's son-in-law and designated successor, visited the Görings in Berlin. Many brown-shirt parties were given. In January Göring attended many black-shirt parties in Rome. Negotiation between Fascist Germany and Fascist Italy paves the way for international Fascism.





Ponies tethered outside the ranch foreman's bunkhouse. During the calving season the cowboys are almost continually in the saddle, rescuing dogies in the snow.



Forced feeding on the range. Newborn calves sometimes become too chilled to nurse their mothers. Cowboys then dismount (as shown above) and make them take their milk.



Lost in a blizzard, this day-old dogie stands shivering in the cold.



Under the cowboy's arm the lost dogie is carried back to warm safety.

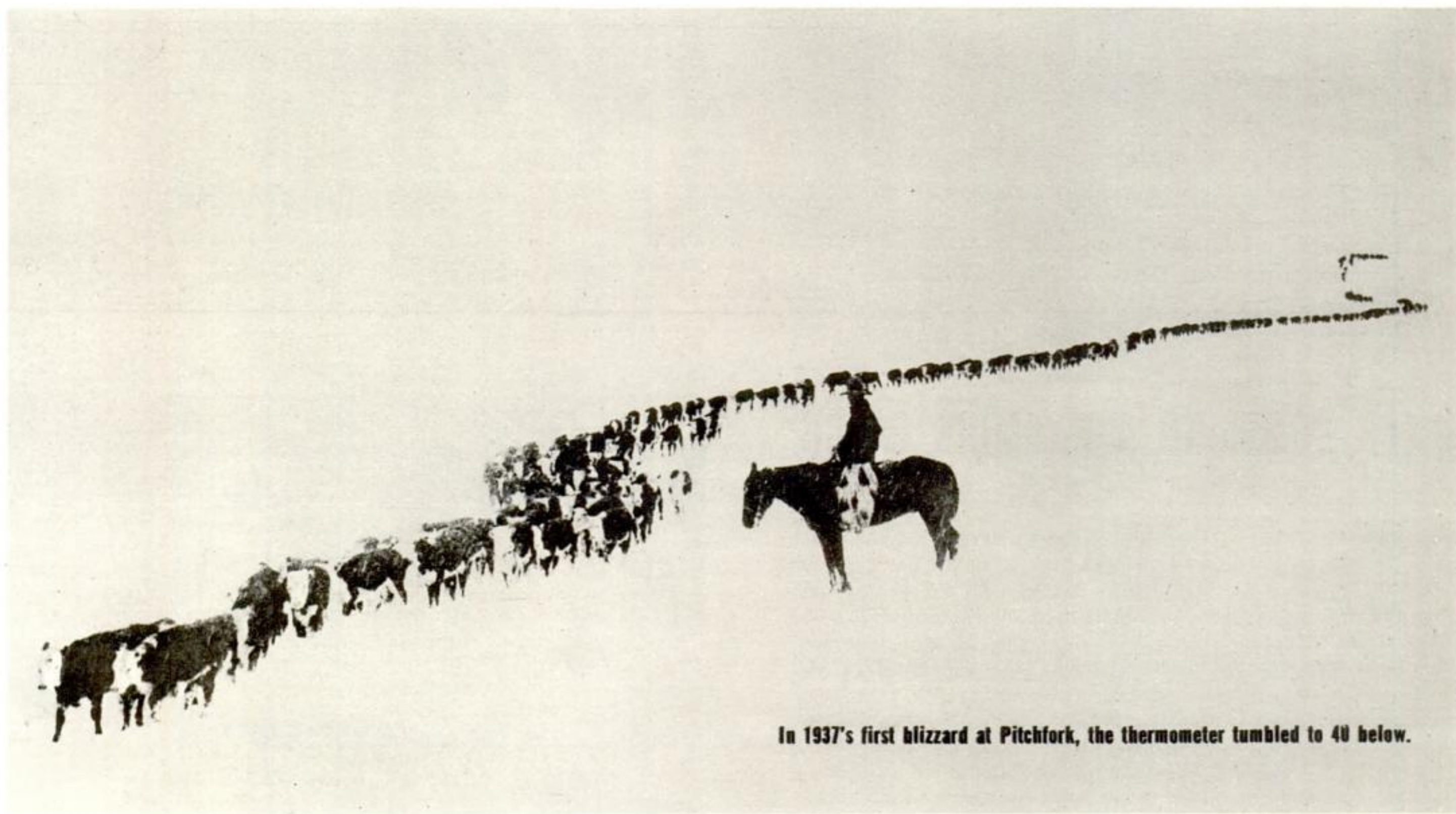
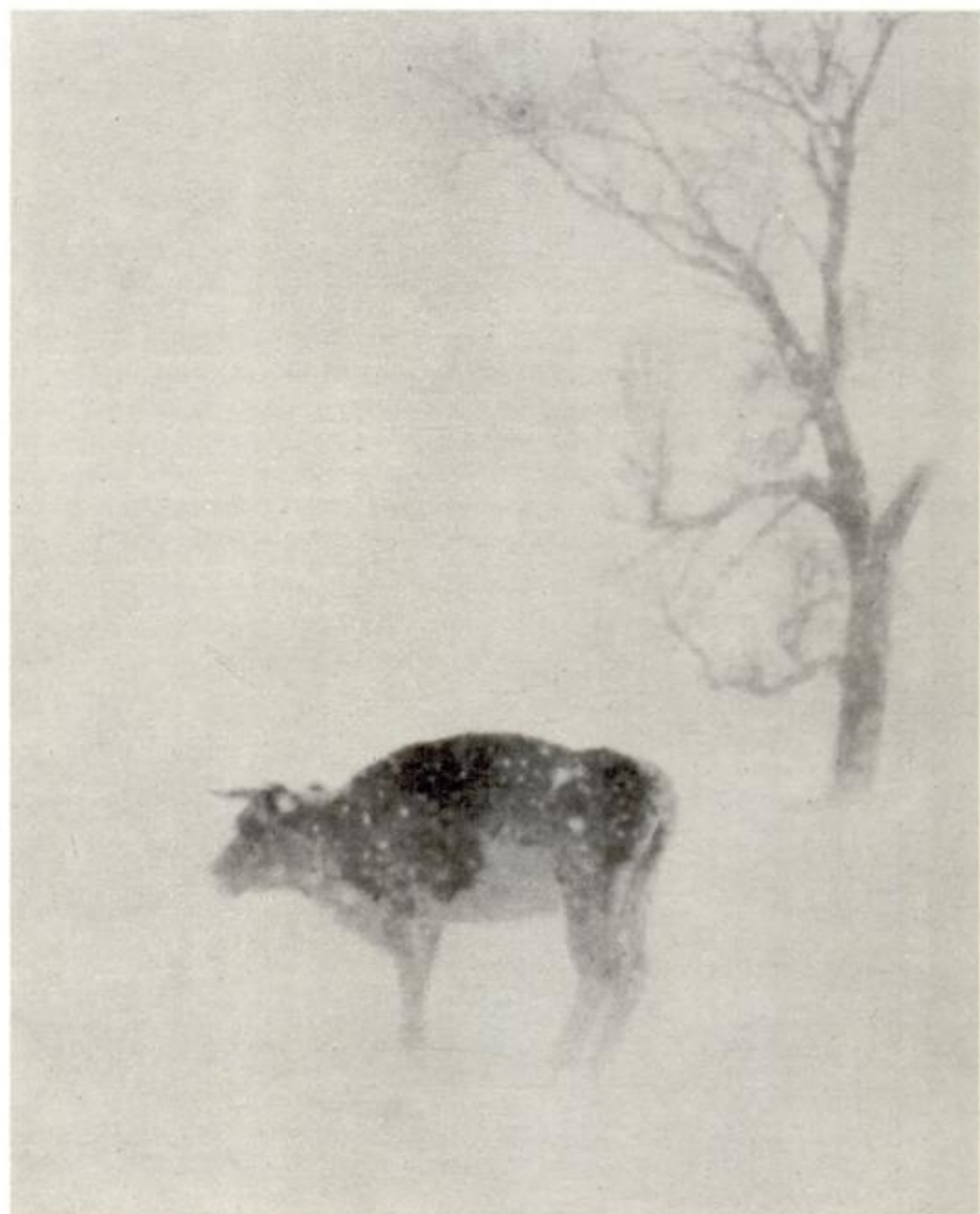
WINTER COMES TO A WYOMING RANCH

ON these pages and the front cover are pictures which show what happens when winter comes to Charles J. Belden's $\frac{Z}{T}$ (pronounced Z Bar T) ranch at Pitchfork, Wyoming. On Mr. Belden's 200,000 acres of high land and low, some 30 cowhands are hired to care for his 3,500 purebred whitefaced Herefords. Like that of any Wyoming cattle rancher, his greatest winter problem is providing feed for his hungry herd. Snow comes to Pitchfork in November when the cattle are trailed down from high grazing lands to the corrals and protected valleys near the ranch house (see opposite page). Here, until April, they are fed hay cultivated in the summer, have their calves. Other ranches, less fortunately situated than $\frac{Z}{T}$ are often swept with blinding blizzards. At such times their cattle drift with the storm until they either stumble into natural shelters or freeze to death. Then the cowboys must leave their bunkhouses and search for strays worth about \$45 a head.



Snow in the mountains often piles up twelve feet deep during the Wyoming winter. Above, the last of the $\frac{Z}{T}$ herd are mushing down from the hills to their winter quarters.

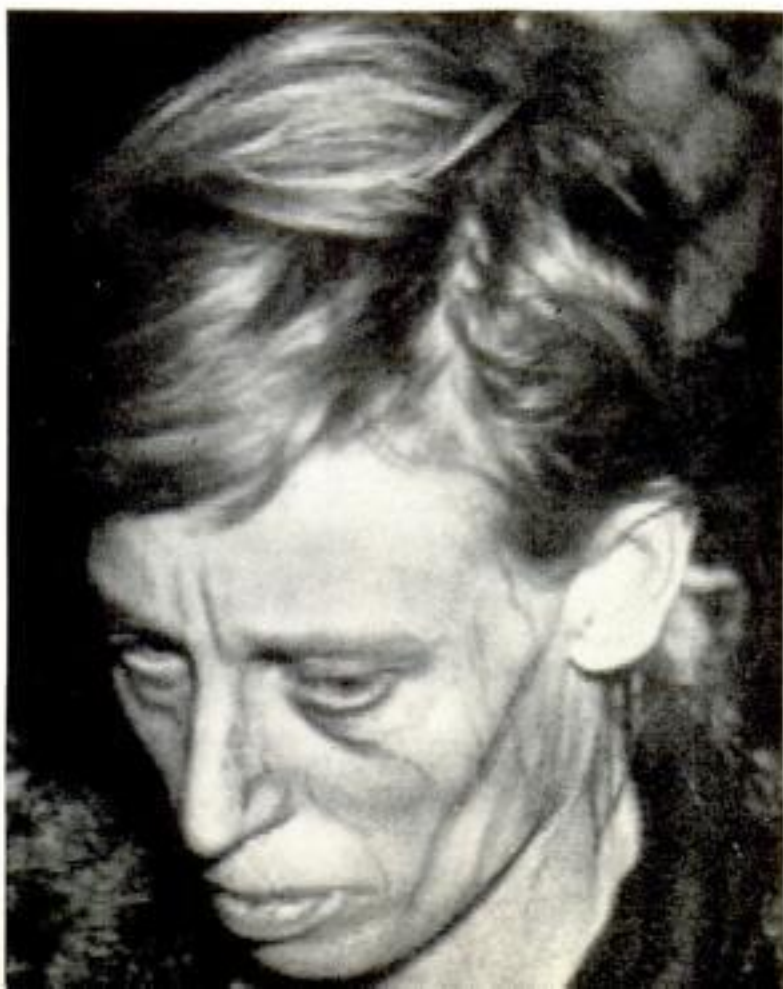
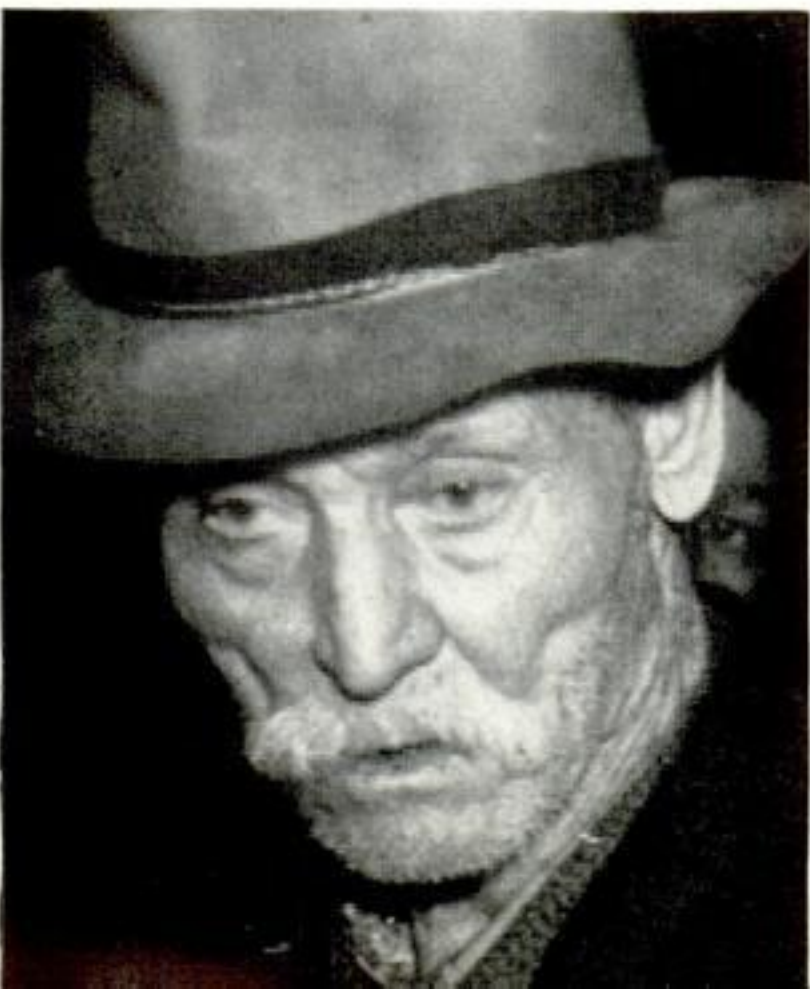
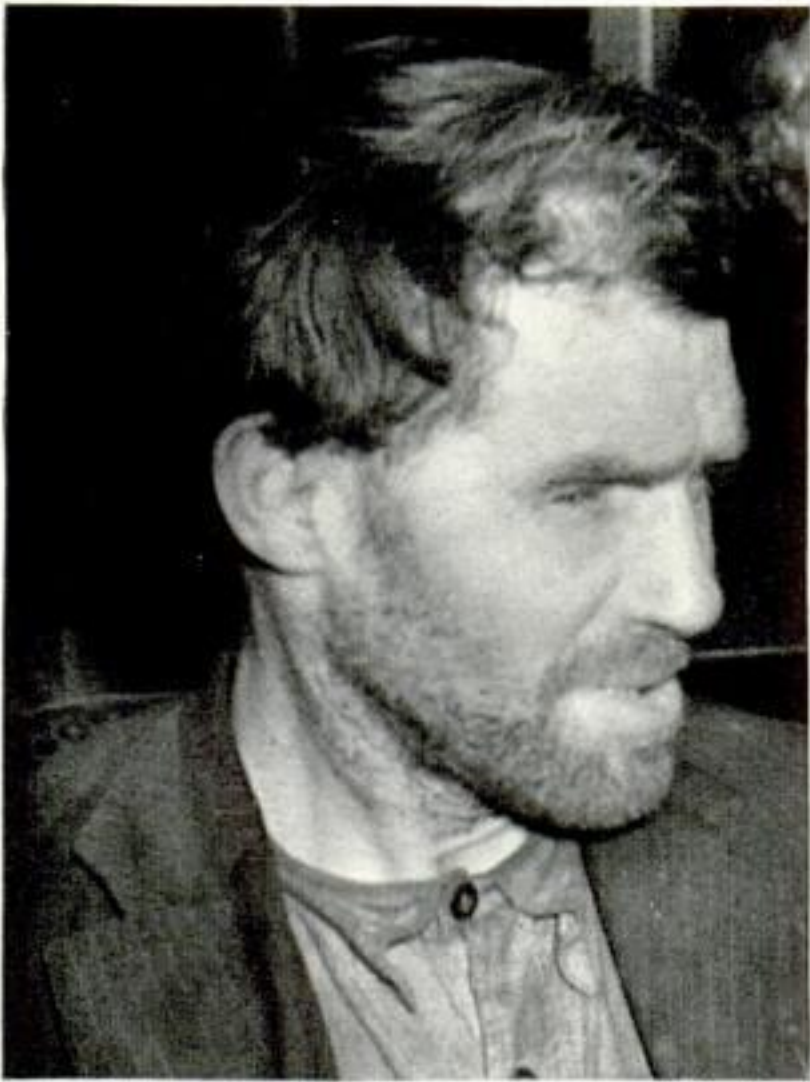
WINTER IN WYOMING (continued)



In 1937's first blizzard at Pitchfork, the thermometer tumbled to 40 below.



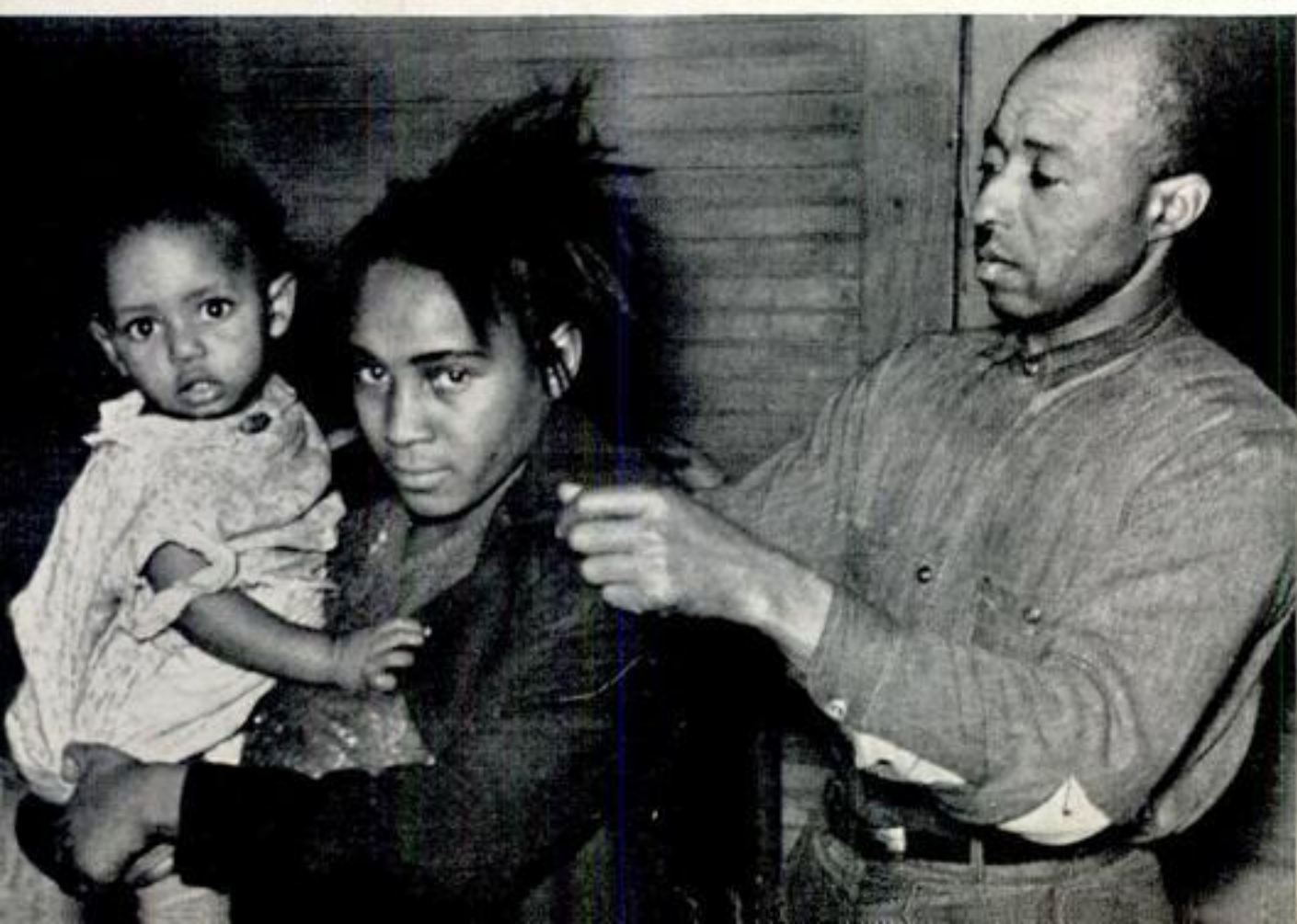
Twelve hayracks, like the one shown above, daily carry 24 tons of hay to the wintering cattle on the Belden ranch. At right is a year-old, full-grown coyote, dread enemy of western cattle and sheep ranchers. The price on his pelt is \$3. At top, $\frac{2}{3}$ cowboys round up the Belden herd of 3,500 Herefords after a blizzard. Note the patches of bunch grass, best grazing fodder in Wyoming, still showing through the snow. Even freezing cold weather fails to retard its growth.





FACES IN THE FLOOD

On these two pages behold the faces of America in disaster. They are men, women and children of Ohio, Indiana, Tennessee, Kentucky, Missouri and Arkansas, common victims of the great winter flood of 1937.



FLOOD (concluded)



Why railroads stopped is shown in the picture above, made in the Louisville & Nashville yards at Louisville. Notice the tank cars in left background, the boxcars in right background. Then look at the picture on opposite page, made three days later. The water has risen 12 ft. The boxcars are submerged. The empty tank cars are floating like tin cans.



A refugee train (*above*) takes on passengers at Cairo, Ill. As the flood's crest bore down on Cairo, all women and children were ordered out of the town. Most of them went in boxcars. The evacuation was barely completed before the Ohio broke through above Cairo, inundated the Illinois Central tracks (*right*) and almost isolated the city.





RAILROADING IN THE LAND OF HIGH WATER

RAILROADS, hugging low ground, are easily hit by floods. All through the Ohio valley trains ran late or did not run at all. Tracks looked like those at the bottom of the opposite page. Yards looked like the Louisville one above. But much

as the flood did to lick the railroads, the railroads did more to lick the flood. Every available car was pressed into the public service, carrying supplies and refugees. The picture below shows a coachful of refugees from Portsmouth, Ohio.



Ten miles back from the swollen Ohio near Harrisburg, Ill., a Big Four trainman surveys the flood.

THE CASE OF THE BUNGLING BURGLAR



1 In this impressive apartment house where Andrew Mellon once lived on Washington's ultra-swank Massachusetts Ave. now lives Mrs. Frederick H. Bugher.



2 Perfect butler in the Bugher home was poker-faced John Morcischek. He had previously served W. C. Durant and Yale's President James R. Angell.



3 These jewels and 80 pieces more, worth \$350,000, were gifts from Mrs. Bugher's late husband. On Jan. 21 she found them missing from their cabinet.



6 Hiding their faces as if in shame, Mrs. Bugher and son hurried to New York to identify the butler's loot. District of Columbia authorities intimated that they were checking to see whether the jewelry had been properly taxed as personal property.



4 In New York little Veronica Hanlon received a registered parcel. Out of it dropped Mrs. Bugher's jewels. Alarmed by the glitter, Father Michael Hanlon (shown with Veronica) scooped them up, rushed to a police station.



5 This is Marius Hansen, innocent dupe, to whom the jewels were really addressed. Butler Morcischek's poor handwriting caused the postman to read Hanlon for Hansen. In Morcischek's room was found a registry receipt.



Life is Real . . . Life is Earnest

MONARCH of his little world, he issues his commands with dimpled smile and furious frown.

What a responsibility it is, to be sure that he has the benefits of modern knowledge—to guard him against the hazards of life.

And one of life's hazards is the almost universal prevalence of tooth decay.

A Government report on the examination of more than a million children in schools, indicates an average of two infected teeth per child.

As age advances, conditions grow worse. Almost every man or woman of thirty has begun to realize what it can mean.

Impairment of appearance—even the actual loss of teeth—is as nothing compared to the ill effects of dental infection on the human system. Unchecked, it can become one of the worst enemies of health—retarding physical

and mental development—contributing to serious illness of vital organs—standing in the way of success—even shortening life.

Most Tooth Decay Can Be Prevented

And the House of Squibb offers you a simple plan that should be followed by every member of your family. A part of this plan is the use of a scientific dentifrice.

Squibb Dental Cream and Squibb Tooth Powder are effective in their cleansing action and refreshing to the mouth. Both contain an antacid—an element that penetrates into many tiny crevices where the toothbrush cannot reach—and neutralizes the acids that cause decay, wherever it comes in contact with them.

So may we suggest, may we urge that one member of your family accept the responsibility of placing these facts before the others—recog-

nizing the existence of dental infection even before it results in toothache or acute pain—and realizing the benefit of prevention.

Follow THE SQUIBB PLAN

1. Brush your teeth thoroughly at least twice a day, using a dentifrice that is efficient and safe: one prepared by a reliable maker.
2. Check with your dentist regularly to be sure that your home treatment is effective, that your diet is correct, and that you have the benefit of adequate professional service. . . .

For more than three-quarters of a century, millions of careful families have depended on the name of Squibb. Specify—

SQUIBB TOOTH POWDER—it has all the scientific advantages of Squibb Dental Cream . . . for those who prefer powder.

SQUIBB MINERAL OIL—a safe, tasteless internal regulator.

SQUIBB ASPIRIN—pure and promptly effective.

SQUIBB COD LIVER OIL—exceptionally rich in Vitamins A and D . . . a true economy.

SQUIBB MILK OF MAGNESIA—free from any suggestion of earthy taste . . . another sign of purity.

SQUIBB SODIUM BICARBONATE—refined to an unusual degree of purity.

SQUIBB DENTAL CREAM

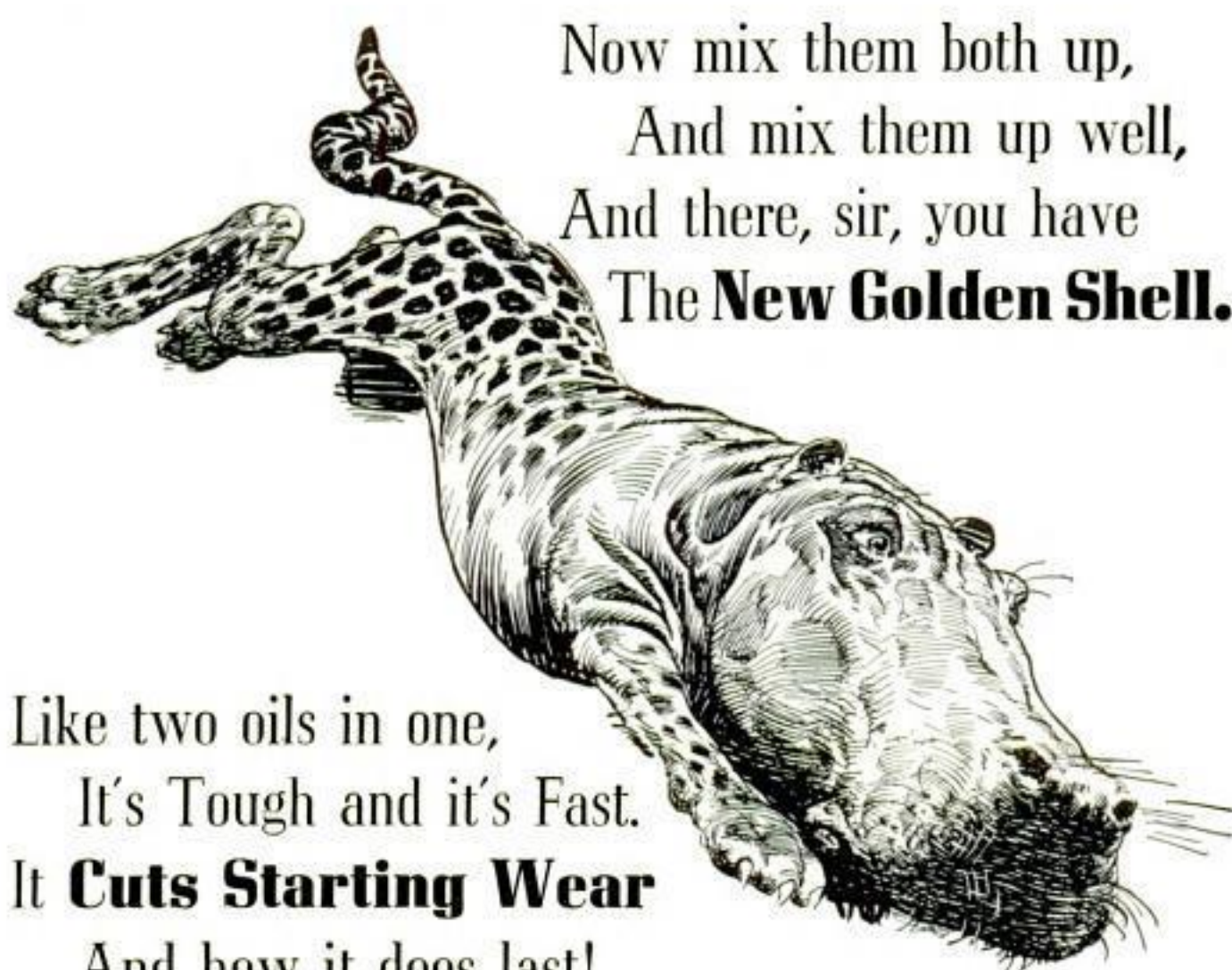
THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS MAKER



The Hippo is a hardy gent,
And singularly **Tough**.
If you should meet him on a walk,
You'd better not get rough!



Now take the spotted Leopard,
A gentleman of parts,
He's the **Fastest** gent you ever saw—
'Specially when he starts!



Like two oils in one,
It's Tough and it's Fast.
It **Cuts Starting Wear**
And how it does last!

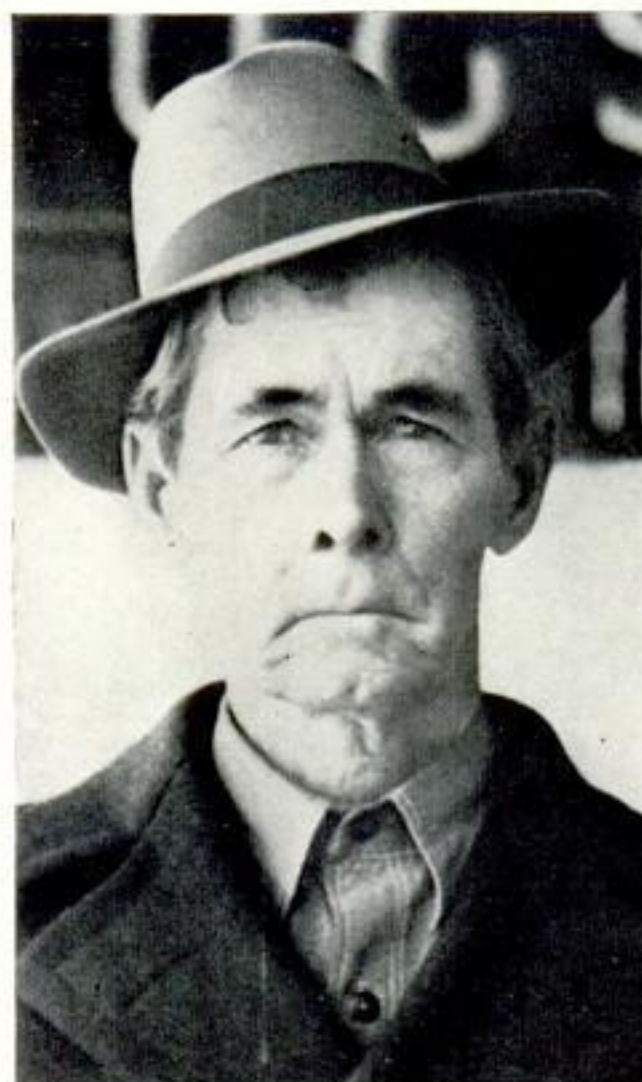
Starting causes more Engine Wear than all the
running . . . New Golden Shell Motor Oil is Fast-
Flowing to reduce this wear . . . Tough so it
stands the heat of steady driving.

Golden Shell
The **New Motor Oil**

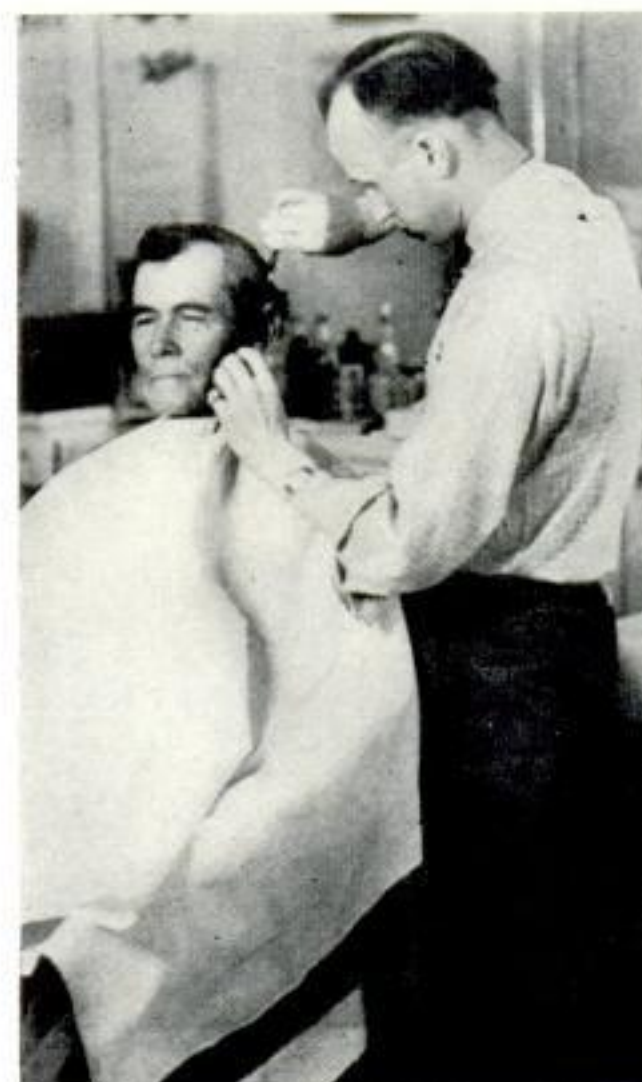


TOWNSENDITE'S \$200 GONE IN 12 DAYS

THE old-age pension plan of Dr. Francis Everett Townsend (*above, in pajamas*) is currently being given a six-month tryout in the town of Chelan, Wash. There, on Jan. 16, an unemployed orchard worker named Curtis C. Fleming was given \$200 in marked bills, instructed to spend them in 30 days. Townsendite Fleming purchased clothing for himself and his wife, cigars, cigarettes, groceries, meat and other delicacies with such alacrity that by the twelfth day not one cent of the \$200 was left. Now he must wait until Feb. 15 for another \$200.



C. C. Fleming, before he and . . . his wife start spending.



Fleming gets a 50c haircut . . . his wife a \$5 permanent wave.



Good Townsendite Mrs. Fleming examines a dress on a buying spree which netted her a \$5.47 at, helped dispose of \$149.79 in five days.



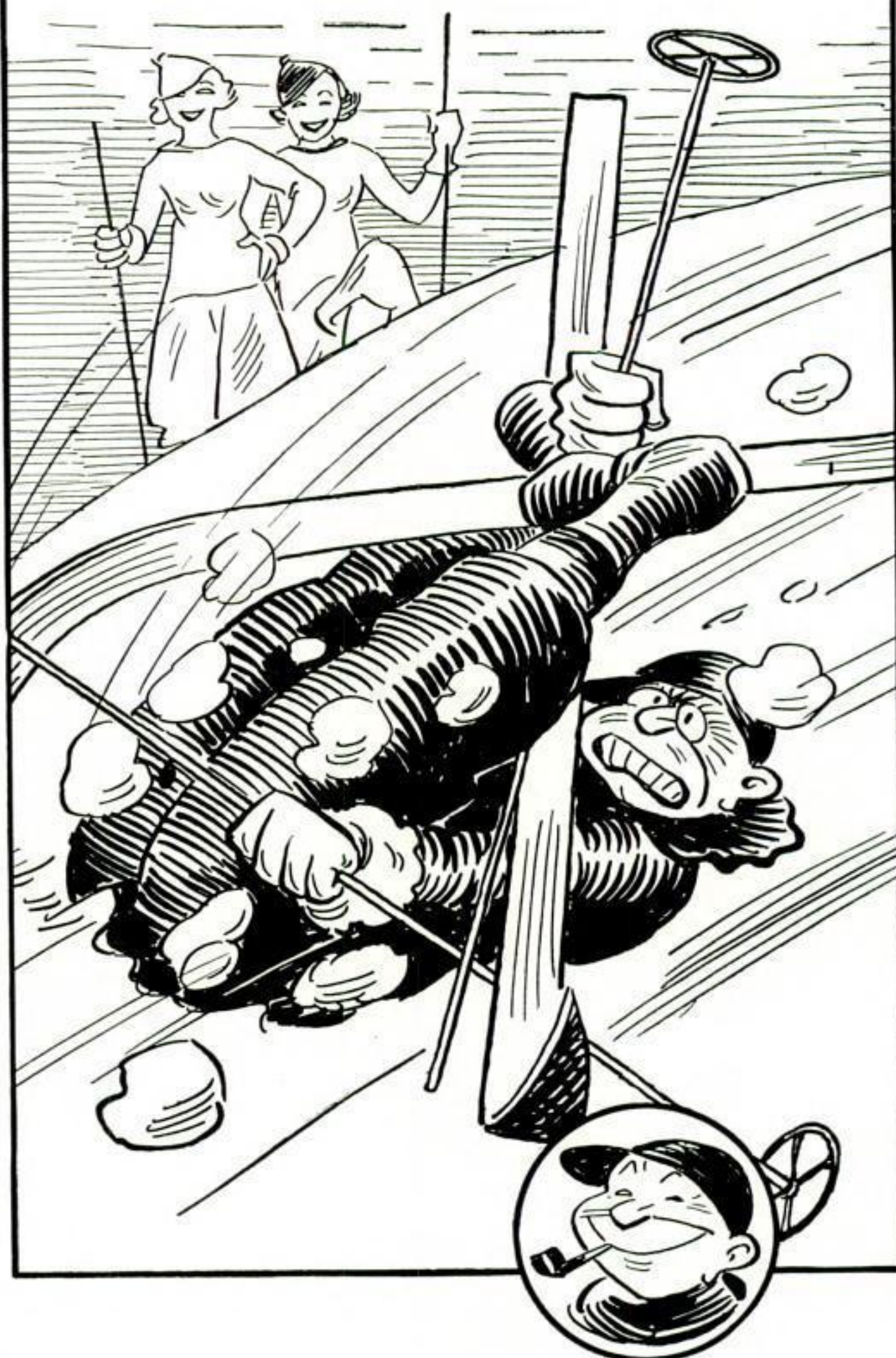
A \$5.88 dress and a \$27.50 suit helped bring the Fleming clothes bill to \$46.49 the first week, gave them cause for mutual admiration.



A 2% transaction tax netted \$21.36 in 12 days. Disciple Fleming (below) imitates his master in a new \$28.41 bed.



"WHEN A FELLER NEEDS A FRIEND.."



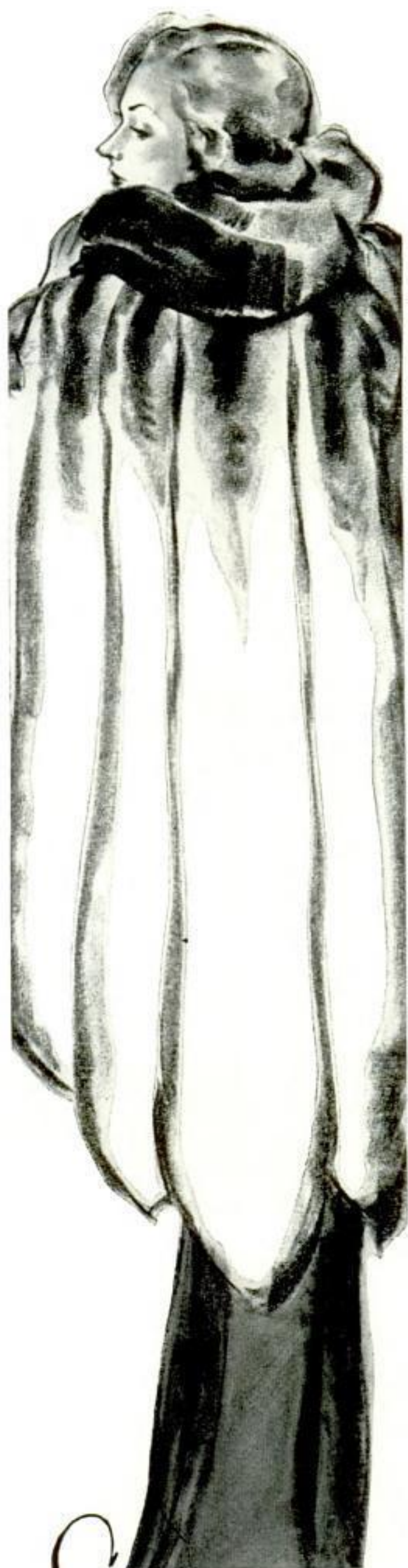
Briggs will straighten you out!

OUTDOORS or indoors, there's one sport that never lets you down. And that's smoking—when your pipe is filled with a truly friendly mixture. Named after that beloved cartoonist, Clare Briggs, whose cartoons brought happiness to mil-

lions, Briggs pipe tobacco offers you the same quality of friendliness. For Briggs is a blend of Nature's most favored tobaccos, that have been carefully aged in wood four full years. Let Briggs be your friend—your tobacco money could never buy a better one!



Copyright, 1937, by P. Lorillard Co., Inc.



She drives a **CORD**

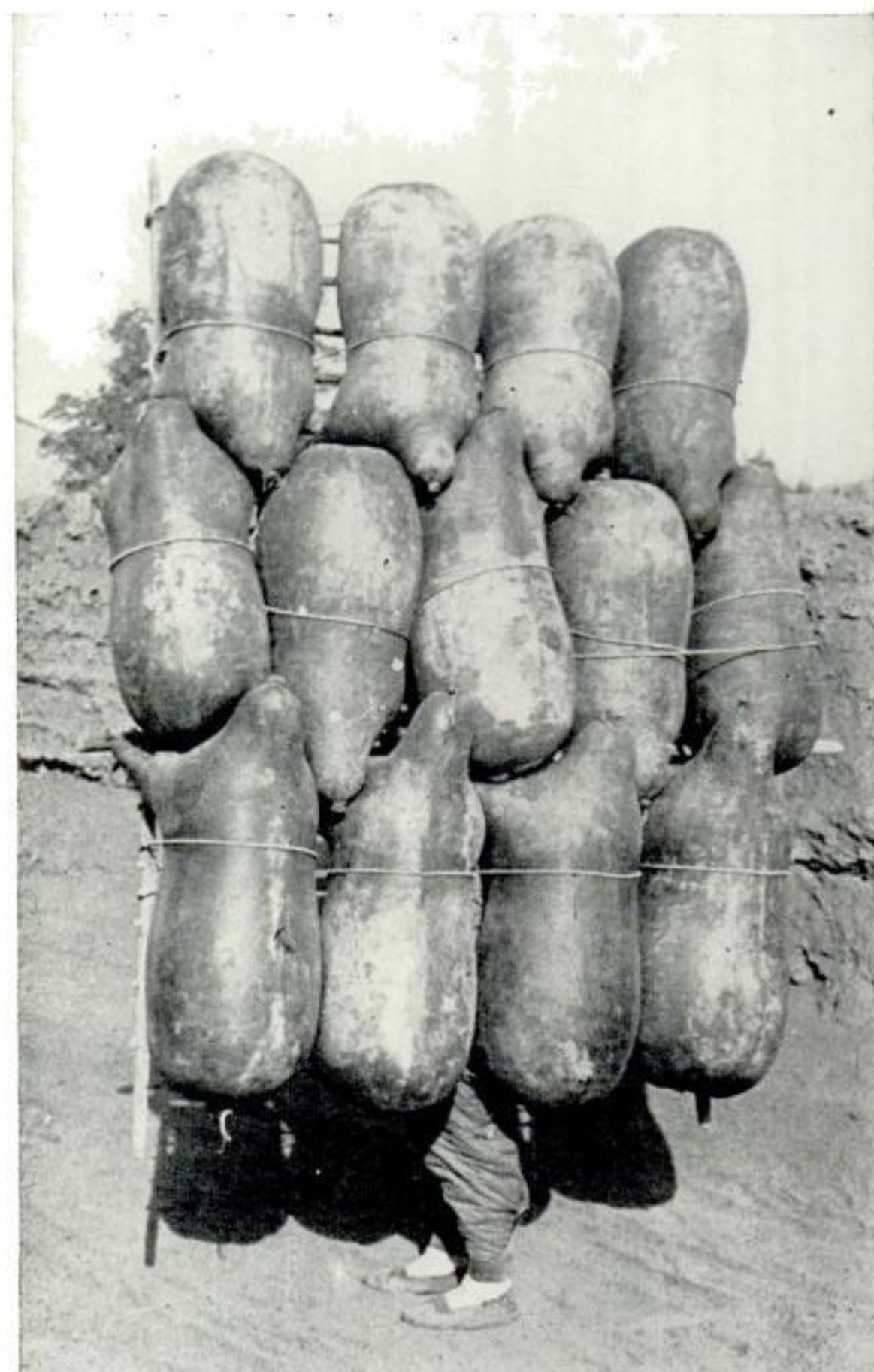
The same flair for individuality she displays in the selection of her clothes, led her inevitably to a Cord. She was first attracted by the marked contrast of the Cord, to the commonplace. Then she took the wheel, and found that the Cord differed by an equally wide margin in ease of handling, smooth riding and luxurious comfort.

AUBURN AUTOMOBILE COMPANY
CONNERSVILLE, INDIANA

BLADDER BOATS BOB ON NORTHWEST CHINA'S RIVERS

THE 13 lashed bladders at right are blown-up sheepskins. In northwest China they make a raft. The man in the picture below is blowing up an oxskin through a foreleg to make a bigger raft. Made at Lanchow, capital of Kansu Province, these bladder boats are loaded with grain, coal and sheepskins and floated 1,200 miles down the Yellow River to the railhead, Paotowchen, on the edge of the Gobi Desert. There the boatmen sell cargo, rafts and all and hitchhike back to Lanchow.

The raftsmen are Moslem Chinese, descended from Arabs, Turks and Persians who invaded China 1,200 years ago. With simple lung power they inflate ox, sheep or dogskins, but never pigskins, a Moslem taboo. The little 13-skin raft at right weighs 70 lb. The biggest rafts use 200 skins. The trade is strictly hereditary, father teaching sons the lung-straining trick of blowing up the skins.



Thirteen skins, weighing 70 lb., make this bladder boat. The fur is on the inside and as much as possible of the legs and neck is kept.



It takes wind and lots of it to blow up the skin of a full-sized ox through a foreleg.

A reverse view of the little 13-skin raft shown on the opposite page. Its wooden frame is always of poplar or pine branches, not bamboo.



Poor men's rafts are those shown above, bobbing down the Yellow River. They are of twelve skins, but still smaller rafts come in seven-skin units. The raft below is one of the larger sizes, but not by any means the largest on the river. Floating downstream, they wind around the great bend of the Yellow River.



This big raft of oxskins is still being assembled. It is upside down now, will be turned over later.



THEN SHE BOUGHT HIM GILLETTE BLADES



So Easy to Get Comfortable Shaves
—when you use the blade that is made for your razor

"AS different as day and night!" That is how men everywhere describe the thrill of shaving with a Gillette Blade in a Gillette Razor.

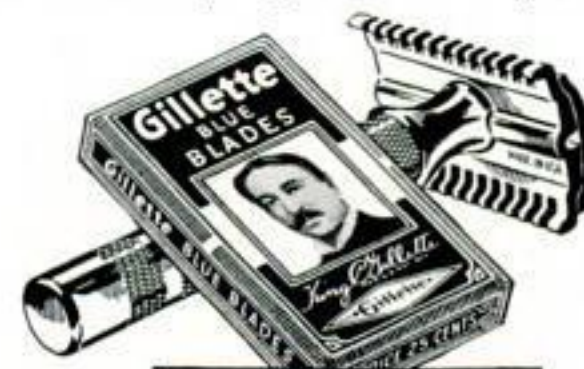
This razor and blade are made for each other. Designed by the same engineers, produced in the same factory, they match each other, just as one part of your watch matches another.

The Gillette Blade is diamond-tested for hardness, "X-Rayed" for hidden flaws, measured for sharpness by a beam of light—the edges are so keen the eye can't see them.

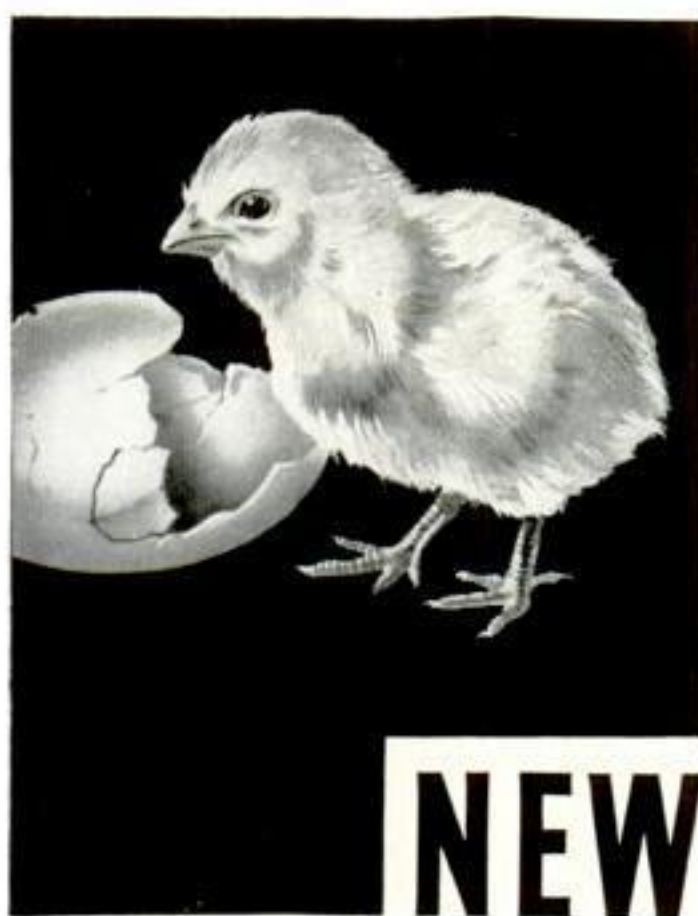
Buy a package of Gillette Blades today. See how much pleasanter shaving is when razor and blade match!

Reputable merchants never offer substitutes for Gillette Blades. Always ask for them by name!

Smile and sing with Milton Berle and other stars on Gillette's "Original Community Sing" radio program — CBS Network — Coast to Coast — Sunday nights — 10 P. M., E. S. T.



Gillette Blades
Precision-made for the Gillette Razor



LaSalle's newness is real news. For LaSalle is now Chicago's newest hotel. There's style, and richness in the new bars, restaurants and lounges; there's streamlined smoothness in the new elevators; there's colorful, cheerful comfort and contentment in the ultra-modern rooms and suites. The food is always good—the service is always foremost in friendliness. You'll like LaSalle Hotel—and we'd enjoy having you stop here!



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2. Quink dries ON PAPER much faster than Gov't Standard. Yet, Quink resists evaporation, hence does NOT dry in a pen. Made 2 ways—WASHABLE for home and school—PERMANENT in all standard colors for accounting and permanent documents. Once you try Parker Quink you'll pour your old ink down the drain. Quink gives writing new distinction because it's rich, brilliant—never watery. Small bottles at 15c and 25c up to quarts, 5 gal. jugs and 50 gal. kegs.

Parker Quink
At all stores selling ink

Private Lives



TIBBETT REHEARSING

During a rehearsal of the last act of *Caponsacchi* (see above) ten days before that opera's premiere at the Metropolitan Opera House, there was a slight and momentary confusion. Lawrence Tibbett, villain of the opera, is supposed to stab his father-in-law, who is being held by the villain's hired thugs. One of the thugs, played by Basso Joseph Sterzini, accidentally put his hand in the way of Mr. Tibbett's dagger and received a small but bloody cut. He went to a hospital for treatment and, within a few hours, died. Shocked at first to think that he had killed a man, Mr. Tibbett was later relieved when the autopsy showed that Sterzini's heart was so weak that he would probably have died of any slight upset.

Few days before Diana Dollar, daughter of the president of the big Dollar Steamship Lines, was to marry Joseph Cameron Hickingbotham Jr. her father, Robert Dollar, said the best wedding

present he could think of for Diana was a settlement of the West Coast shipping strike which was keeping Diana from enjoying a proper Pacific honeymoon aboard a Dollar Liner. Strikers, hearing of his wish, sent Diana a wedding telegram saying that they too wished she could have her ocean honeymoon and added that she could have it if only her father would grant their minimum demands. But while champagne corks were popping at the wedding reception in the big Dollar mansion outside San Francisco, guns were popping downtown at a strike riot. One longshoreman was shot, 33 were jailed, and Diana and her groom went off for their honeymoon in an automobile instead of a steamship.



EARL OF LONSDALE

Every once in a while, the Earl of Lonsdale, Britain's most picturesque noble, bursts out with a revelation of his youthful adventures. For his 80th birthday recently, His Lordship presented the press



DIANA DOLLAR HICKINGBOTHAM AND HUSBAND

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SHAPES FOR ALL WATCHES

Some more reader opinions as LIFE begins

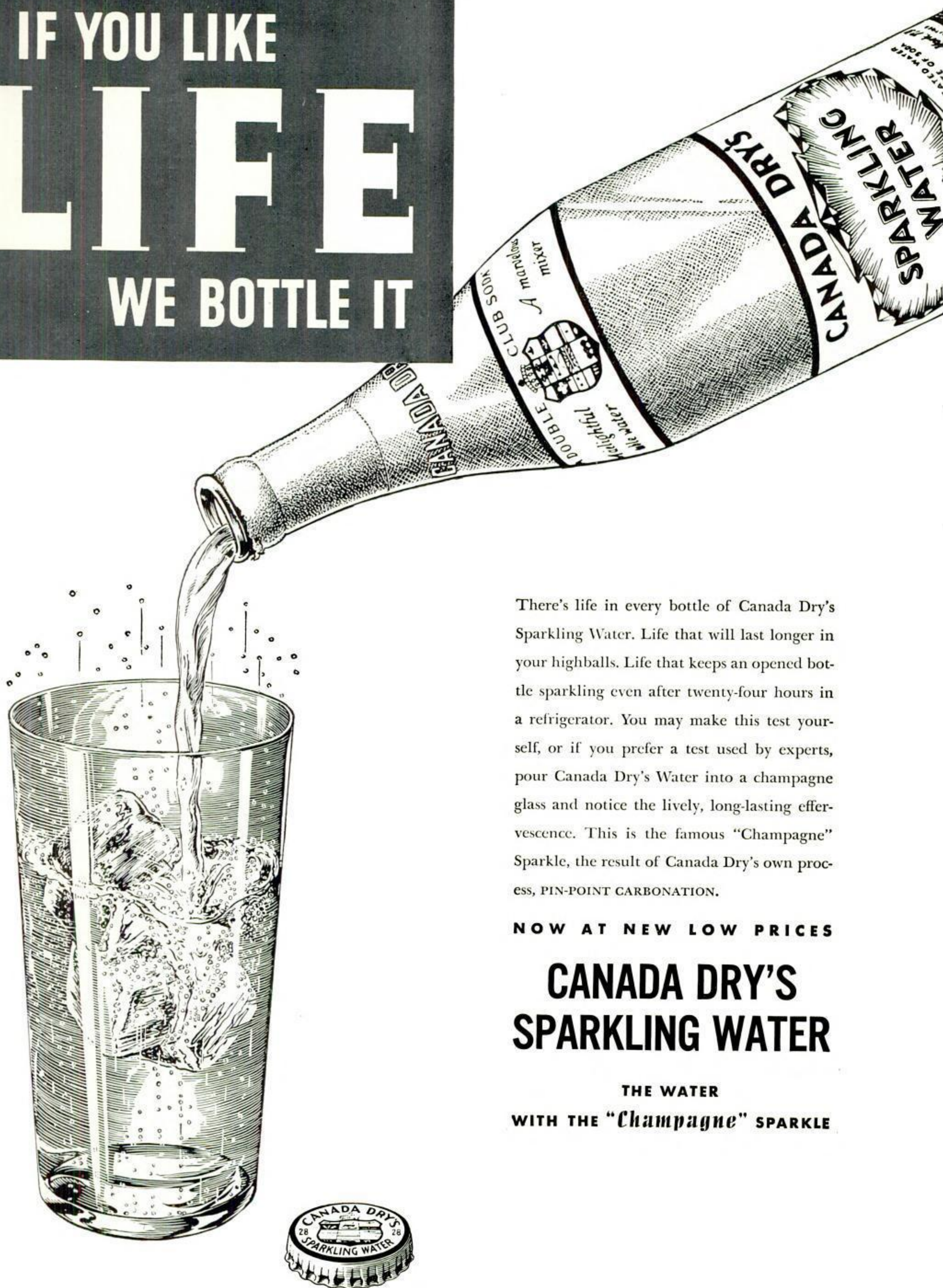
This is the first fan letter I've ever written. If it were not for my son, aged 6, and his playmate, aged 7, I'd never have bothered to give you well-deserved encouragement. However, a publication which is so versatile as to appeal equally to lads and lassies of 6 to 60 has got something. Just today after having avidly thumbed through your 12/28—1/4 issues, my son asked, "Are there any more LIFE magazines around, Daddy?" . . . That makes it mutual.

W. J. YOUNGS
Pleasant Ridge, Mich.

Thank you for a fine magazine that everyone can afford. . . . Never have I traded ten cents for anything so pleasing and valuable! . . . My friends think I am fortunate to have a magazine dealer who reserves a copy for me, as, indeed, I am.

MRS. D. G. TORRENCE
San Francisco, Cal.

IF YOU LIKE
LIFE
WE BOTTLE IT



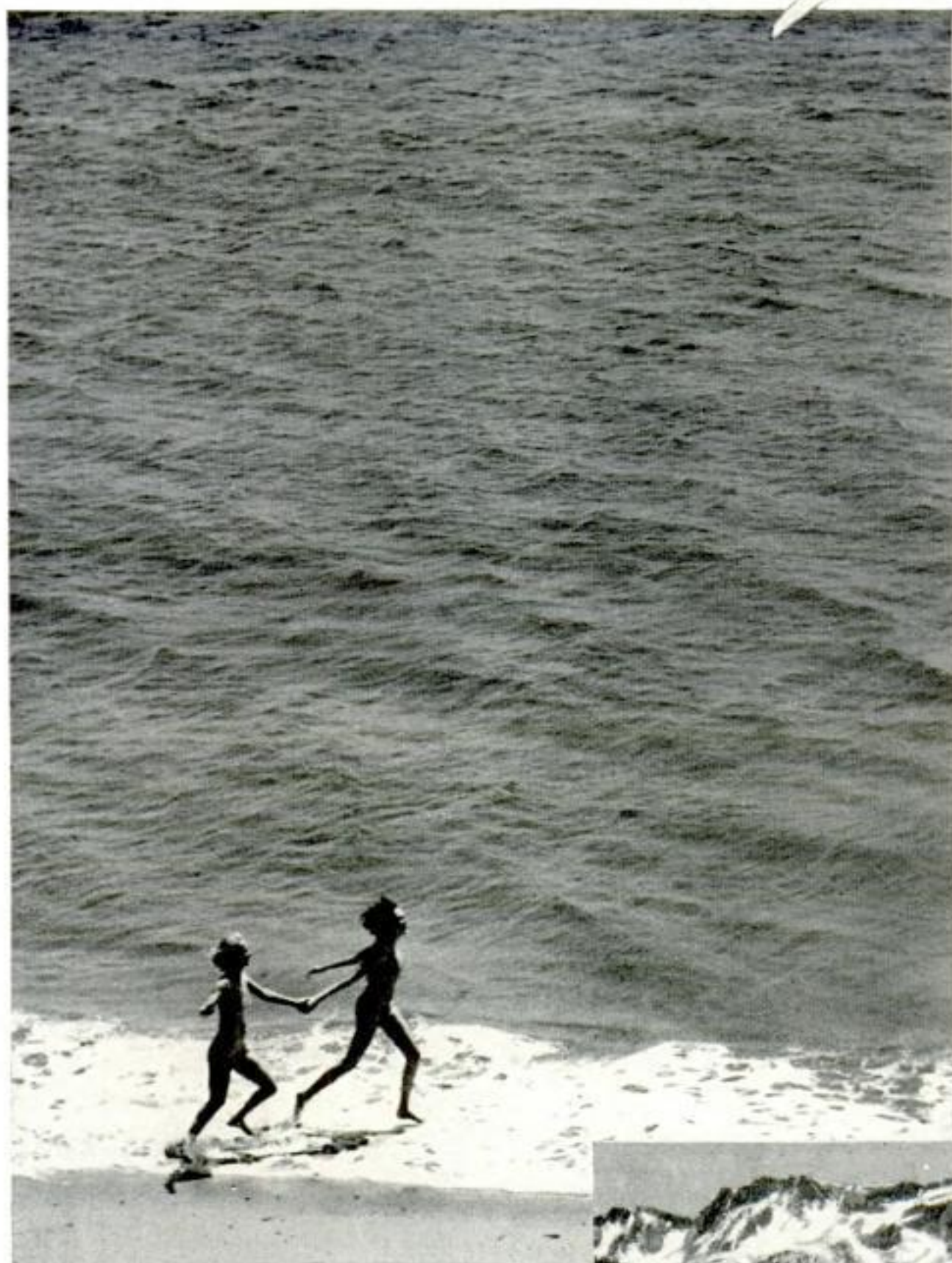
There's life in every bottle of Canada Dry's Sparkling Water. Life that will last longer in your highballs. Life that keeps an opened bottle sparkling even after twenty-four hours in a refrigerator. You may make this test yourself, or if you prefer a test used by experts, pour Canada Dry's Water into a champagne glass and notice the lively, long-lasting effervescence. This is the famous "Champagne" Sparkle, the result of Canada Dry's own process, PIN-POINT CARBONATION.

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**THE WATER
WITH THE "Champagne" SPARKLE**

Why do our flying fish fly?



ACTUALLY this is pretty interesting. They started with little desperate hops, trying to get away from hungry bigger fish. Practice has got them now so they're sailing as far as 400 yards and as high as 20 feet above the water... just for the fun of it. And now that they've had a glimpse of Southern California, we wouldn't be surprised if they learn to flap their fins and get around like birds. Then think of all the things they'll see in a few hours' flight through the balmy, blossom-scented air:

White sails... blue channel... people laughing, splashing in foaming surf, sun-doing on sandy beaches... roadside stands with trays of multi-colored fresh fruits... mile on mile of orange groves, split by palm-fringed concrete ribbons; cities, playgrounds, race tracks, golf courses, fantastic movie lots... swift-rising slopes of pine-clad Sierras; summer snows on naked granite peaks; lakes, streams, fishermen; plodding pack trains and flying motor cars... strange forests of oil well derricks, airports, mighty battle fleet, south-sea pleasure islands...

You can see all this and more—so easily—plus the thrills of Hollywood's night life, the fascination of Los Angeles County's unusual industries, the charm of cities like Santa Monica, Beverly Hills, Pasadena, Pomona, Long Beach, Glendale. Each day a new adventure!

Even a short vacation is enough, for Southern California, even from New York, is just overnight by plane, 2½ to 3 days by train, 5 to 7 by auto or bus, 2 weeks by steamer via Panama. And vacation costs here are 15% to 32% under the average of 20 leading U. S. resorts.



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Private Lives (continued)



MR. AND MRS. DOUGLAS FAIRBANKS AT PALM BEACH

with details of the time he fought the great John L. Sullivan. His Lordship said that the bout, which took place in a New York riding academy in 1879, lasted only five rounds. It ended, said Lonsdale, when he knocked out the champion and suffered a broken hand and a bruised rib. His Lordship somewhat spoiled his fine story by referring to the great and only John L. as "Jim" Sullivan.

Swai and her husband, who was a postmaster in Pekkong before he joined the Ringling Circus four years ago, both appear in the London circus.

Douglas Fairbanks, who is 53, married the former Lady Ashley, who is 33, last March. In Palm Springs he decided to show that he was younger physically than most men of his wife's age. While photographers trained their cameras, he dived over his wife's pretty head into a swimming pool.



MU SWAI AND SON

Previous Lonsdale confessions have dealt with his adventures in the Klondike gold rush, his holding up a Denver stagecoach for fun and his seeing (he solemnly swears to it) a school of mermaids.

Mu Swai, wife of Muang Suri, is a member of a tribe in Burma whose custom is to wear high coils of heavy brass around their long necks. Like all women of her tribe, Mu Swai wears her neckpiece all the time and did not even take it off while her baby, a boy, was being born recently in London. Her son weighed seven pounds, about a fourth of what his mother's big brass choker weighs. Mu



GILDA GRAY

Don't
put a Cold
in your pocket!



the KLEENEX HABIT

lets you use a tissue once
and destroy germs and all

● To check a cold from spreading through the family, put aside handkerchiefs and adopt the Kleenex Habit the instant sniffles start! For Kleenex Tissues tend to hold germs. You use each tissue once—then destroy, germs and all. Also, the Kleenex Habit saves your nose; makes irritation practically impossible. Saves money, too, as it reduces handkerchief washing.

Keep Kleenex in Every Room.
Save Steps—Time—Money
To remove face creams and cosmetics . . . To apply powder, rouge . . . To dust and polish . . . For the baby . . . And in the car—to wipe hands, windshield and greasy spots.



No waste! No mess!
Pull a tissue—the
next one pops up
ready for use!

KLEENEX

A disposable tissue made of
Cellucotton (not cotton)

LIFE'S PICTURES



NEW YORK-BORN Charles J. Belden has lived the greater part of his life in Wyoming. Last summer he made news by flying 83 baby pronghorns around the country, selling them to dealers and zoos for \$100 each. An able and alert photographer, Rancher Belden went out into the freezing blasts of Wyoming's first blizzard to record the coming of winter to the range (see pages 42, 43, 44, 45 and front cover).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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is Safe..."*

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"That idea, Grandpère, is passé. We moderns eat Kellogg's Corn Flakes."



GRANDFATHER, bless his old heart, remembers the blizzard of '88. And those were hard days. The breakfast table was loaded until it creaked in the middle.

But Genevieve is decidedly modern. She knows that crisp Kellogg's Corn Flakes furnish as much energy as many steaming-hot foods. And they're so much more appetizing, in these days of warm cars and warm houses. Oven-fresh and ready to serve. Made by Kellogg in Battle Creek.

Nothing takes the place of
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I THOUGHT all mechanical pencils were alike until I compared Autopoint—the only pencil with the patented Grip-Tip—with other pencils. The difference amazed me! No more wobbling leads. They don't break and slide out. Good to the last eighth-inch. My Autopoint never jams or gets out of order; it can't. See Autopoint and Realite pencils at your dealer's. If he hasn't them order direct.

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Metropolitan Mexico is the vacationist's favorite because it is so different... It has a charm and personality all its own... A few minutes ride from Mexico City and you are at the foot of snow-capped volcanoes, mighty pyramids or floating gardens famous the world over... Edenic villages whose cozy hotels are their only link to the present century, can be reached overnight from the Capital in Pullman comfort.

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LIFE

Vol. 2, No. 6

Feb. 8, 1937

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THE FRONT COVER SHOWS WINTER ON A WYOMING RANCH PHOTOGRAPHED BY CHARLES J. BELDEN

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Exercise regularly. Rest oftener... don't work "till you drop". Watch your diet... If you drink, choose the form of whiskey that seems best for you, and use it prudently.

WHICH form of whiskey is best for you? Consider these facts:

Carefully kept records of a group of normal men after moderate drinking of Crown Whiskies showed no appreciable effects upon muscles, mind, sleep or appetite the day after.

These results, obtained during 41 days of intensive work by a famous psychologist, should help you to choose the form of whiskey that is best for you. You will probably find that it is a fine blended whiskey such as Seagram's Five or Seven Crown Whiskey.

From the 5740 individual records in our files it would seem most likely that rich-tasting Seagram's Crown Whiskies will be kind to any man who uses them moderately. Choose them at the bar. Serve them at home.

Seagram's Crown

BLENDED WHISKIES

Seagram-Distillers Corp.—Executive Offices, N. Y.

ENERGY UNAFFECTED ON DAYS AFTER CROWNS.

Records show no marked lessening of physical energy on days after moderate drinking of Crown Whiskies in the case of V. C. Pohlmeier, businessman, member of the Seagram-sponsored Adirondack Research.



NORMAL SLEEP AFTER CROWNS. Records of the somno-kinetograph (machine attached to bed for measuring restlessness during the night) indicated that the men enjoyed regularly undisturbed sleep after an evening's normal drinking of Crown Whiskies.



Say Seagram's and be Sure



NORMAL MENTAL ACCURACY AFTER CROWNS. The Adirondack Research Group were examined for mental accuracy and muscular control every morning before breakfast. Records for mornings following use of Crown Whiskies showed an average of 97.2% of perfect accuracy.

Seagram's Crowns are Designed for Better Living

SEAGRAM'S FIVE CROWN BLENDED WHISKEY. The straight whiskies in this product are 5 years or more old. 25% straight whiskey, 75% neutral spirits distilled from American grains.
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A GOOD FIGURE COSTS AMERICAN WOMEN \$65,000,000 A YEAR

INTERMITTENTLY fashionable for centuries, compression of the female waist has been a rattling good U. S. industry since 1876, when two gynecologist brothers named Warner opened a corset factory in Bridgeport, Conn. Appropriately the biggest fashion show during the recent three-week wholesale corset-buying period in Manhattan was that of Warner Brothers, whose 61-year-old firm is corsetry's oldest and greatest. Today U. S. women are spending \$65,000,000 a year to keep their figures under control—and Warner Brothers

gets the lion's share of this business. Shown on these pages are scenes from the Warner show, which attracted some 1,100 buyers from department stores in 180 cities in the U. S. and Canada to the Grand Ballroom of the Astor Hotel (*below*). There 32 models gave the trade a preview of spring and summer styles. Clearly demonstrated was the fact that the 1937 streamlined Lastex corset, although containing no bones, still performs its major function of thigh and bust control, requires no tugging and wrenching, fits smoothly as a glove.





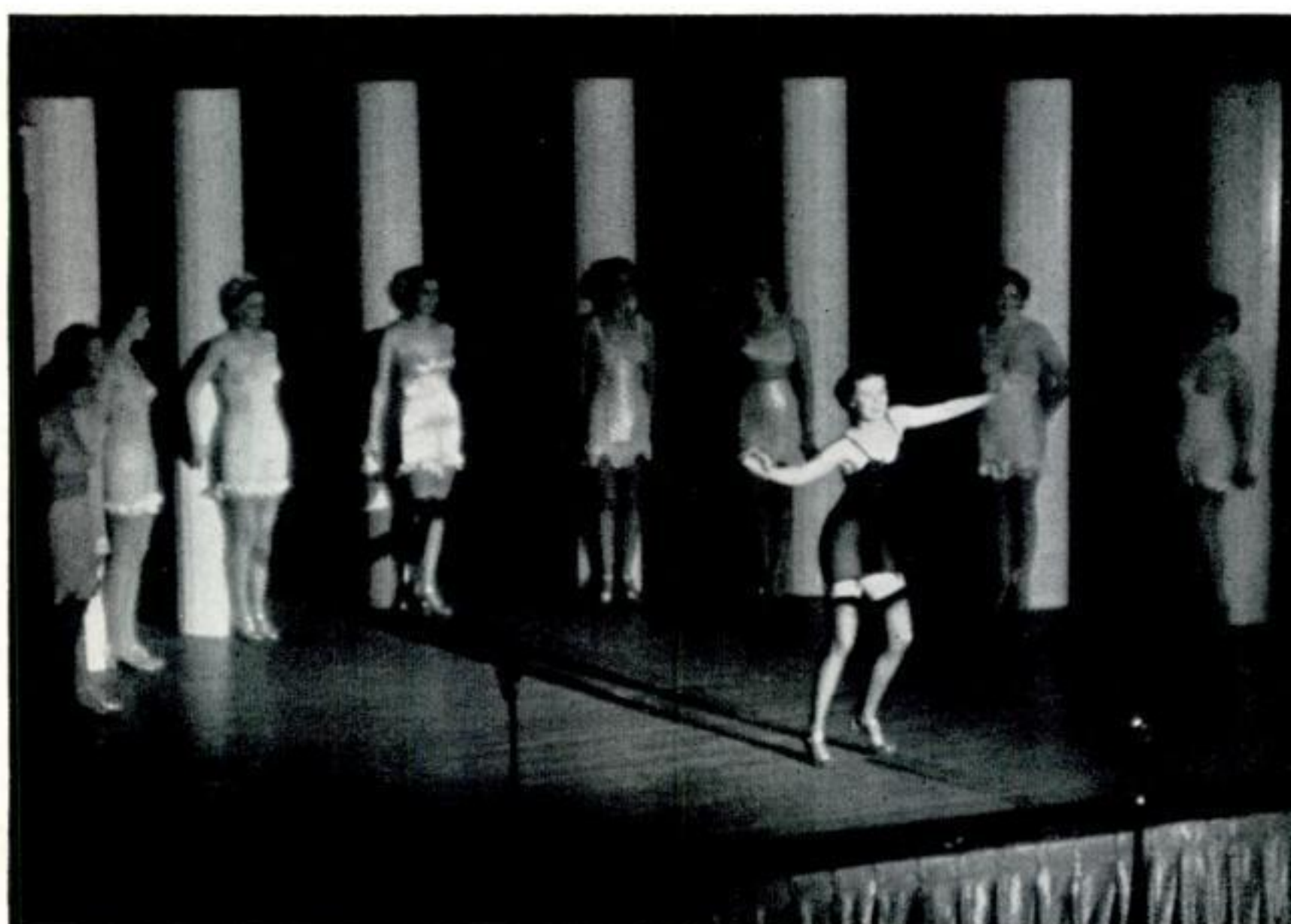
A combination girdle and brassière is the corselette. Of Lastex batiste and net, this model is for a tallish torso, retails at around \$35.



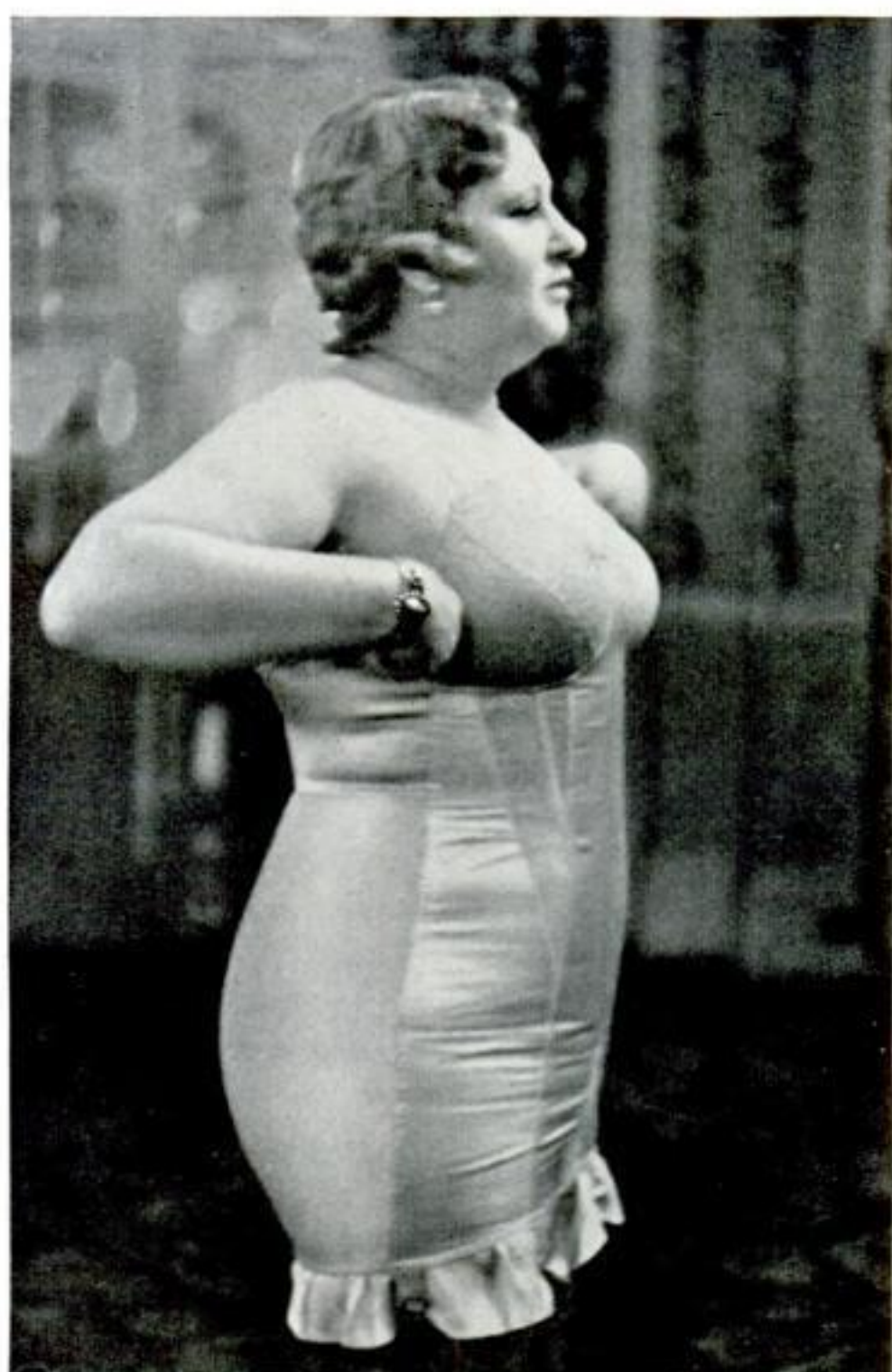
Tap dancing to prove her garment's fluidity, a Warner model demonstrates the black "Veil of Youth," a boneless Lastex net slipover which permits complete freedom of action, can be folded in a purse.



This model parades in a two-piece girdle and brassière on the runway shown opposite. She holds the corset's number for benefit of buyers.



Final number of the show is a tap dance in the "Veil of Youth" corselette. Sides of this corset are of Lastex net stretching two ways; front and back are Lastex satin stretching only up and down.



Backbone of the corset business is flattering full-busted ladies like this fair model who weighs around 175 lb.



The back panel of brocaded Lastex in this new Warner model flatteringly flattens out obtrusive hips.



The stitched panel on the front of this corset narrows as it approaches the breasts, separating them properly.



Informally gathered in the dressing room, these models range from the slender type at left to the stylish stout at right. Note the three girls sitting easily in boneless comfort.



Some Canadian buyers inspect a model, after the show, at the Warner office prior to buying. Seated at right: Warner President John Field.

CORSET BUYERS SET NEW PEAK FOR OPENING DAY

TWICE a year corset buyers from all over North America converge on Manhattan for a three-week buying spree. The recent exhibition, which started during the week in which the Warner Brothers' and many a lesser fashion show was held, attracted a record list of 62 exhibitors, made opening day history with a new high in buyer attendance. Since corsets are today the best paying department in nearly every big-gish store, corset buyers are exceptionally sensitive to what the feminine public wants. This year they bought girdles and brassières and corselettes—which are combination girdles and brassières—in such profusion as to warrant an authoritative corset prophecy that retail prices, currently ranging from 50¢ to \$225, will be upped some 20% by next fall.



Brassières and breakfast are a routine combination for R. S. Miller of the California brassière firm of Helene of Hollywood, shown inspecting his samples.

Do This For a Cold



1. Take 2 BAYER ASPIRIN tablets and drink a full glass of water. Repeat treatment in 2 hours.

2. If throat is sore, crush and stir 3 BAYER ASPIRIN tablets in $\frac{1}{3}$ glass of water. Gargle twice.

The Modern-Day Way to Ease Cold and Sore Throat Quickly



The modern way to ease a cold is: Two Bayer Aspirin tablets with a glass of water the moment you feel a cold coming on. Repeat, if needed, according to directions in box.

At the same time, if you have a sore throat, crush and dissolve three BAYER tablets in one-third glass of water. And gargle with this mixture twice. Do not rinse mouth.

The Bayer Aspirin you take internally will act to combat the fever and ease the pains which usually accompany colds.

The gargle will provide almost instant relief from rawness and pain, acting like a local anesthetic on the irritated throat membrane.

Try this way. Your doctor, we are sure, will endorse it. It is a quick, effective means of combating a cold. Ask for Bayer Aspirin by the full name at your druggist's—not for "aspirin" alone.



15¢ FOR A DOZEN

2 FULL DOZEN FOR 25¢ — VIRTUALLY 1¢ A TABLET



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LETTERS TO THE EDITORS

Cancer Accuracy Sirs:

Thank you for your kindness in sending me a copy of LIFE. I have subscribed to it, and consider it one of the most interesting of all magazines on the market. I would not be without it.

Let me thank you too for your accurate statement regarding the controversy between myself and Dr. Little. This is a very difficult problem, and like all such problems arouses controversy.

MAUD SLYE

Chicago, Ill.

That in 45 words it could summarize, to the satisfaction of Dr. Slye, the essence of her controversy with Dr. Clarence Cook Little on the inheritability of cancer makes LIFE feel good.—ED.

Why the Strike Sirs:

LIFE, January 18, pages 14 and 15, show what are obviously automobile strike propaganda pictures.

From all the pictures shown of strikers and their families, it is evident that they are healthy, well-fed and well-clothed.

As an office worker of one of the General Motors divisions, and one who may within the very near future be forced out of employment through no fault of my own or of my employer, can LIFE tell me just what Bud Simons and his co-strikers are fighting for? No one, as yet, has been able to show me where anyone other than the labor dictators of the U. A. W. will receive any material benefit.

ROBERT G. TEESE
Atlanta, Ga.

Sirs:

In the interests of fair play, I should like to make a protest concerning the statement in the January 18 issue of LIFE. The caption reads "Detroit Faces Its First Great Strike." Underneath you state that the rewards of the automobile employers have been generous and the working hours short. Why, then, the strike?

As a matter of fact, you have told only part of the truth. The unions want a share in the increasing profits of the industry. The rate of hourly pay may be high, but on account of lay-offs, the average yearly wage is not. The speed-up is terrific.

JOHN HENDERSON
Boston, Mass.

Notched Ears

Sirs:

Amused at the tall tale S. H. Rosenthal appends to his interesting pictures which appeared in LIFE of January 18, I call your attention to this bizarre explanation for cropping or cutting or notching the ears of cattle: "... a notch in the ear of the calf by which it may be identified in the winter months when the brand on the animal's side may be covered with snow." This is tommyrot, pap and bilge.

The real reason for notching, cropping, slicing or cutting, and a reason which will appeal to you as the only sensible one, is this: When cattle bunch together, it is difficult to "cut out" those of a certain brand because the bunching effectively prevents detection.

Again, brands become covered with hair, which promptly grows over the burn. Again, mud and burs on the hide cover the marks, and when a herd is moving and kicking up a world of dust, the brands are hard to see. But there is one thing you can see—a mark which never "grows over" and which is easily discernible at almost any time—the distinctive slice, crop or cut in the ear.

C. J. CAREY

Division of Market Enforcement
Department of Agriculture
State of California

Dr. Boyle & His Boys Sirs:

Do the editors of LIFE know that there is a real human story being enacted at Dinosaur National Monument by Dr. Boyle and his "boys" (LIFE, Jan. 11)? "The boys" are reclaiming the dinosaurs and Dr. Boyle is reclaiming "the boys."

Eighteen months ago I visited Dinosaur National Monument. ... Dr. Boyle ... was in charge of everything. Upon meeting him we expected to hear about dinosaurs—but no. Before we could obtain any information on dinosaurs we had to hear all about "his boys." The men and boys are recruited from shelters for men in the cities. They receive cigarette money and an education. Good food, in a large variety, is the first consideration. It is their chance in life and through Dr. Boyle's greatness and understanding fine men leave the Dinosaur National Monument; men who are ready to face the world. ... The man detailed to show us the quarry where the dinosaurs are chiefly found had, ten months previously, been a hobo. He had at that time regained his standing in the social world and was well on the way to taking some position in a museum as an authority on dinosaurs. ...

GLADYS M. TURNER
Berkeley, Calif.

Photocrimes

Sirs:

... If it is humanly and financially possible, give us more Photocrimes. Had to read supper one-handed, but got it solved in one reading. ...

ALBERT P. MADEIRA
Rutland, Mass.

Sirs:

This is not only to suggest but to demand a Photocrime each week. They're great!

CHARLOTTE STANLEY
Port Gibson, Miss.

Sirs:

We hope very much that there will be a long and continued series of Photocrimes, and this letter is mainly a plea for such.

LAURENCE F. PIPER
Milford, N. H.

LIFE ran the Photocrime of "Who Killed the Diamond King?" as a one-shot sample of what was being done with pictures. Unless reader demand is overwhelming, it has no intention of establishing a regular Photocrime department.—ED.

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Dr. L. R. E. of Ohio says, "By taking Pluto Water mornings, I always stay in shape." Dr. H. A. O. of Wisconsin writes, "I not only prescribe Pluto almost daily, but use it personally every other day." Dr. E. N. P. of Wisconsin says, "My family finds there is no substitute for Pluto."

Simply mix 1/5 of a glass of Pluto Water in 4/5 of a glass of hot water. You'll find it pleasant tasting. There's no overnight waiting. No painful griping. In 1 hour, or less, you'll get gentle YET THOROUGH RELIEF.

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MANGE MEDICINE**

PICTURES TO THE EDITORS



Alfred Lunt's First Roles

Sirs:

These pictures of Alfred Lunt as a boy I found among the amateur snapshots of Owen W. Rolands, who owns Keystone Farms, two miles from Genesee, Wis. When Alfred was 12 he spent a summer vacation here. The Lunt family then lived in Milwaukee, where Alfred saw all the shows that came to the old Davidson and Pabst Theatres. They grew to love Genesee Depot so much that they later moved there. Lunt and Fontanne have since built their own Swedish farmhouse not far away.

The center picture shows Cilmaenan (Welsh for Keystone) as it then looked. The big barn and the dwelling remain. Alfred occupied an upstairs back bedroom. The picture on the left shows him rigged out as Rip van Winkle, in imitation of the great actor Joseph Jefferson, whom he had seen in Milwaukee

the year before. He borrowed the costume from farmhands. The old musket belonged to the Rolands. The leggings are gunny sacks. There were no other players. He simply gave an entertainment one night for anybody on the farm who cared to see. He says he doesn't remember whether anybody liked it, but he did.

Alfred's make-up for Koko in *The Mikado* appears in the picture at the right. The fan was his mother's. Where the kimono came from nobody knows, but the mustache and eyebrows came out of a full-fledged actor's make-up box he bought from the Milwaukee Carnival Company. He held the fan over his head to conceal the fact that he wasn't bald, as Koko should have been. A few years later Alfred was starring in theatricals at Carroll College, Waukesha, 25 miles from Cilmaenan.

W. A. FREEHOFF

Waukesha, Wis.



Society Reporter

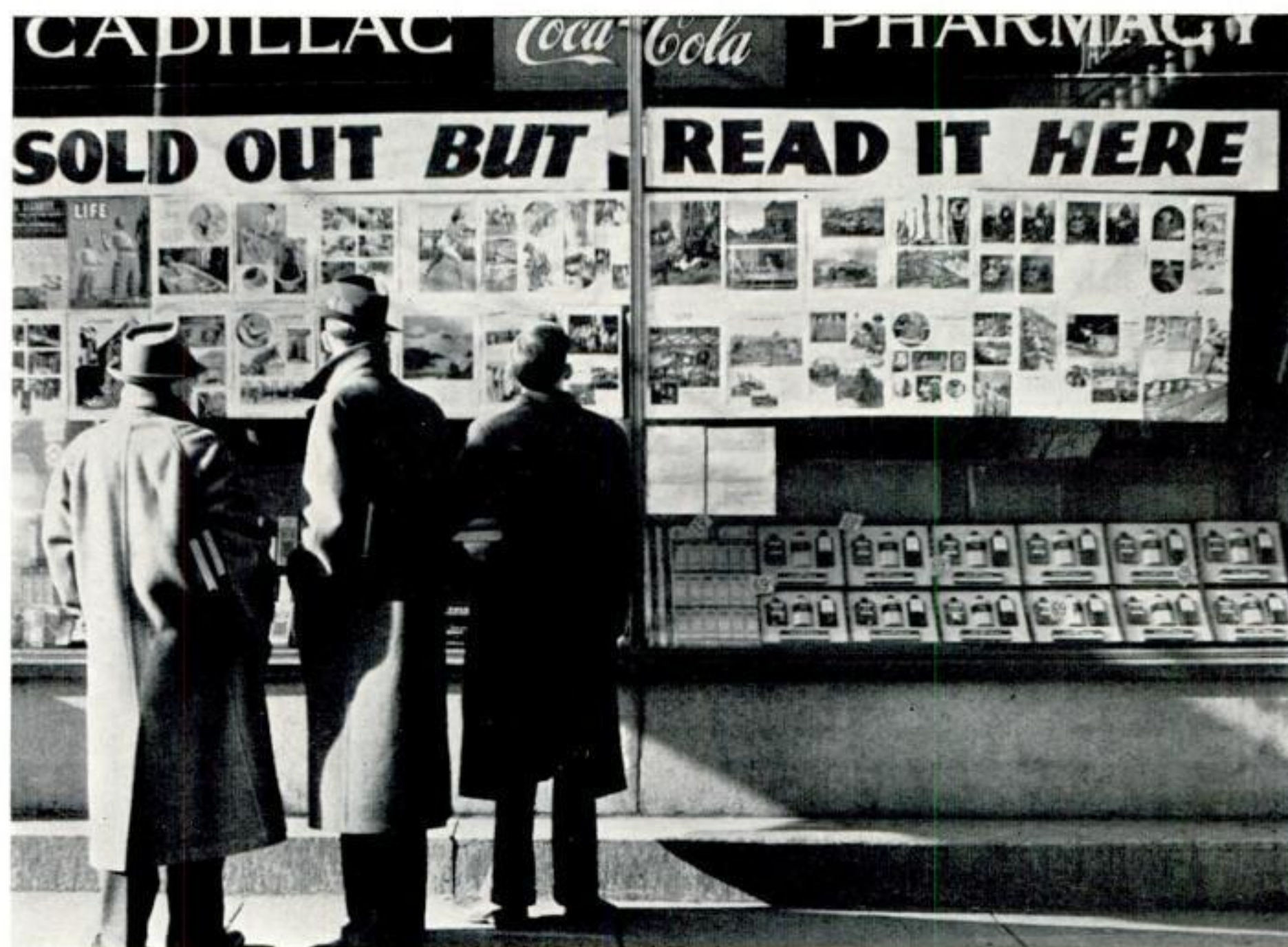
Sirs:

No ordinary gate-crasher is the back at the barricades, shown in *LIFE*, Jan. 18, en route to the Widener party. The back belongs to able young newshawk Jay Raphael Josephs who donned white tie and tails to cover the debutante launching for the *Evening Bulletin*, was the only working Philadelphia newspaper man to gain admittance.

In this picture Newshawk Josephs is shown in his office writing some three columns of description about the affair.

SIDNEY DEVERAUX

Philadelphia, Pa.



Free LIFE

Sirs:

In Rochester, Proprietor Lapidus was troubled because he could not fill more than a fraction of the requests for *LIFE*. His unique solution for a problem unique in magazine history is shown.

At the end of the first day Mr. Lapidus estimated that nearly 3,000 Rochesterians stopped to view *LIFE*—free of charge.

CHARLES J. LEVINE

Rochester, N. Y.

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THIS delightful coolness is one of the essentials for Summer Comfort. But Coolness in itself does not mean Air Conditioning. Whatever the space to be conditioned, there must be present in addition to Coolness, three other elements: De-humidifying, or Drying, Circulating and Cleansing, of the air, each under the guidance of a Minneapolis-Honeywell Automatic Control — all coordinated to produce healthful, livable, indoor, summer atmosphere. It's never too early to install year round air conditioning. See your architect, engineer, or dealer NOW.

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TRICK FALLS GLACIER NATIONAL PARK

PICTURES TO THE EDITORS (continued)

Green Meadow Melba Sirs:

The registered Guernsey cow, "Green Meadow Melba" 384421, now owned by Riegeldale Farms, Trion, Ga., has recently completed an official World Record among all dairy breeds in Class FF by producing 15,342.9 lb. of milk and 963.9 lb. butter fat in 365 days. She made 198.6 lb. more butterfat

than any other Guernsey cow had previously made in Class FF. Melba was born October 13, 1932, was two years old when she started this record performance and shortly after the completion, gave birth to a fine heifer calf.

At Trion we have over 4,000 people working in a cotton mill and in a glove factory, making workmen's gloves of all classes



Twenty years ago our little children looked as though they might die before the sun would set. We started a nonprofit dairy to build up the bodies of about 1,500 children between the ages of 0 and 15 years. Today they are just about as fine a looking lot of children as you have seen anywhere.

BENJAMIN D. RIEGEL
The Trion Company
New York, N.Y.



When Champion Green Meadow Melba was posed as shown above the photographer below her got the remarkable picture at left which largely explains her championship

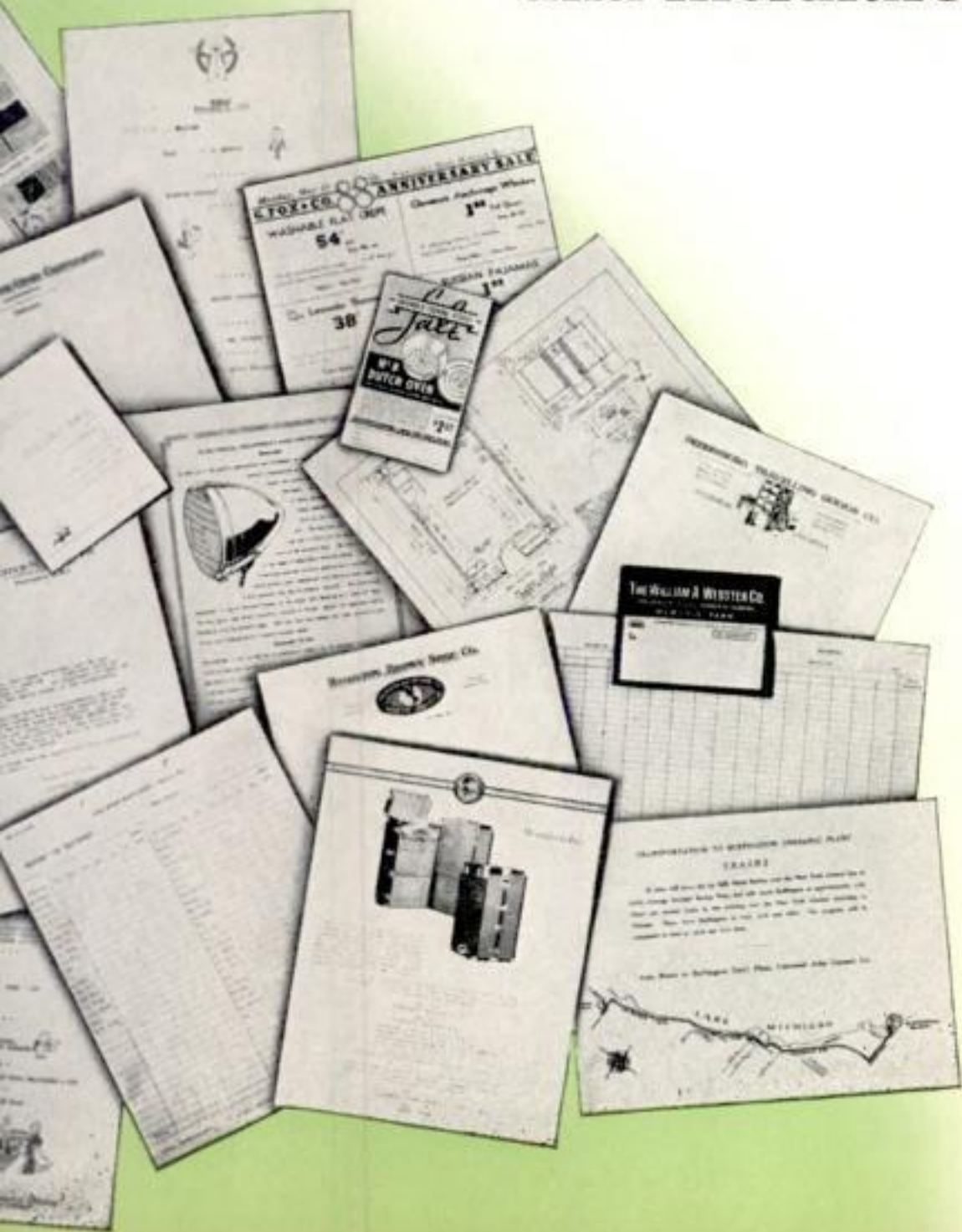
Material submitted for possible use in "Pictures to the Editors" should be addressed to LIFE's Contributions Editor, 135 East 42nd St., New York, N.Y.

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forms to those more complicated ... or from memo sheets to fine stationery ... Multilithing does the job as you want it, when you want it, and at a big saving.

Samples of Multilithing, with complete information concerning this new method, will be sent on request if you write on business stationery. Ask for new brochure — Facts About Multilithing.

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a light smoke
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